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ABSTRACT

This document contains vocational education program courses standards for exploratory courses, practical arts courses, and job preparatory programs offered at the secondary or postsecondary level as a part of Florida's comprehensive vocational education program. Each program course standard is composed of two parts: a curriculum framework and student performance standards. The curriculum framework includes four major sections: major concepts/content, laboratory activities, special notes, and intended outcomes. Student performance standards are listed for each intended outcome. For secondary job preparatory programs, courses have been designated with student performance standards listed for each course. Program and course standards are based upon competencies required for entry, advancement, and upgrading in occupations in the vocational program areas. This guide contains an overview of 35 marketing/distribution program area courses. Course title, number, level, number of credits, certification coverage, major concepts/content, laboratory activities, and intended outcomes (objectives) are listed for each course. (KC)

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VOCATIONAL EDUCATION PROGRAM COURSES STANDARDS

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July, 1988

Marketing Education

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VOCATIONAL EDUCATION

PROGRAM COURSES STANDARDS

MARKETING EDUCATION

JULY, 1988

FLORIDA DEPARTMENT OF EDUCATION
Division of Vocational, Adult, and Community Education
Bureau of Vocational Program and Staff Development
Vocational Program and Staff Development Section
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FOREWORD

Section 228.041 Florida Statutes defines vocational education as consisting of four categories or types of instruction:

1. Exploratory courses designed to give students initial exposure to skills and attitudes associated with a broad range of occupations in order to assist them in making informed decisions regarding their future academic and occupational goals;

2. Practical arts courses designed to teach students practical generic skills which, though applicable to some occupations, are not designed to prepare students for entry into a specific occupation;

3. Job preparatory programs designed to provide students with the competencies necessary for effective entry into an occupation;

4. Supplemental courses designed to enable persons who are or have been employed in a specific occupation to upgrade their competencies in order to re-enter or maintain stability or advance within their occupations.

This document contains vocational education program courses standards (curriculum frameworks and student performance standards) for exploratory courses, practical arts courses and job preparatory programs offered at the secondary or postsecondary level as a part of Florida's comprehensive vocational education program. Vocational education program courses standards are established pursuant to Section 233.0682, Section 240.355, Section 233.011, and Section 232.2454, Florida Statutes, for school districts and community colleges. State Board of Education Rule 6A-6.0571, Criteria for Qualification for Special Vocational-Technical Education Program Courses, provides the basis for the development and dissemination of this document.

Each program courses standard is composed of two parts: a curriculum framework and student performance standards. The curriculum framework includes four major sections: major concepts/content, laboratory activities, special notes, and intended outcomes. Student performance standards are listed for each intended outcome. For secondary job preparatory programs, courses have been designated with student performance standards listed for each course.

The standards do not prescribe how instruction should be delivered since decisions relative to the delivery of instruction must be made by school districts and community colleges within the context of local conditions. The Division of Vocational, Adult, and Community Education, Florida Department of Education, supports the belief that competency-based vocational education is the most effective means of providing programs and courses that conform to these established standards.

Program and course standards are based upon competencies required for entry, advancement, and upgrading in occupations in the vocational program areas of Agriculture, Business, Diversified, Health Occupations, Home Economics, Industrial Arts, Industrial, Marketing, and Public Service Education. Standards or courses designed for handicapped, disadvantaged, and other special needs persons are also provided. These standards are reviewed annually and revised as needed based upon changes in occupations utilizing input from business and industry employers, licensing and credentialing agencies, professional associations, state technical committees, and other representatives of the private sector.

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INTRODUCTION

MARKETING EDUCATION

Marketing Education includes various combinations of subject matter and learning experiences related to the performance of activities that direct the flow of goods and services, including their appropriate utilization, from the producer to the consumer or user. These activities include selling and such sales-supporting functions as buying, transporting, storing, promoting, financing, marketing research, and management.

Marketing Education is comprised of programs of occupational instruction in the field of distribution and marketing. These programs are designed to prepare individuals to enter, or progress or improve competencies, in, marketing occupations. Emphasis is on the development of attitudes, skills and understanding related to marketing, merchandising and management. Instruction is offered at the secondary, postsecondary, and adult educational levels and is structured to meet the requirements for gainful employment and entrepreneurship at specified occupational levels. Marketing occupations are found in such areas of economic activity as retail and wholesale trade, finance, insurance, real estate, services and service trades, manufacturing, transportation, utilities, and communications.

Reinforcement of basic skills in English, mathematics and science appropriate for the job preparatory program is provided through vocational instruction and applied laboratory procedures or practices.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

COURSE TITLE: Orientation to Marketing Occupations

CODE NUMBER: Secondary 8800110

Florida CIP ME08.99990R Postsecondary Vocational ______

SECONDARY SCHOOL CREDITS .5 COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): X 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: TEACH CDE 7 DIST ED 7 BUS ED 4

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to acquaint students with general marketing activities, the importance of marketing in the economy, career opportunities, and job requirements in marketing occupations.

The content includes, but is not limited to, the functions of marketing in our economy, employment requirements for a variety of marketing careers, career development patterns, and the identification of vocational programs for achieving personal career goals.

II. **LABORATORY ACTIVITIES:** Laboratory activities are not required.

III. **SPECIAL NOTE:** This course may be offered for varying lengths of time in combination with other orientation courses or for a maximum of .5 credit.

IV. **INTENDED OUTCOMES:** After successfully completing this course, the student will be able to:

01. Identify general marketing activities.
02. Identify career opportunities available in marketing.
03. Identify employment requirements for marketing careers.
04. Identify work values and goal-setting tools.
05. Identify programs instrumental in developing career choices.
06. Identify human relations skills that will enable students to succeed in their career goals.
07. Identify the advantages of the Distributive Education Clubs of America (DECA).

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing SECONDARY NUMBER: 8800110
COURSE TITLE: Orientation to Marketing Occupations POSTSECONDARY NUMBER: ________

01.0 IDENTIFY GENERAL MARKETING ACTIVITIES--The student will be able to:

01.01 Explain the role of marketing in the economy.
01.02 Identify selected marketing terms and their meanings.
01.03 Identify the major marketing activities.

02.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN MARKETING--The student will be able to:

02.01 Identify career opportunities which involve selling.
02.02 Identify career opportunities which involve buying.
02.03 Identify career opportunities which involve storage.
02.04 Identify career opportunities which involve risk bearing.
02.05 Identify career opportunities which involve transportation.
02.06 Identify career opportunities which involve finance.
02.07 Identify career opportunities which involve standardization and grading.
02.08 Identify career opportunities which involve marketing research.

03.0 IDENTIFY EMPLOYMENT REQUIREMENTS FOR MARKETING CAREERS--The student will be able to:

03.01 Identify employment requirements in jobs in the area of selling.
03.02 Identify employment requirements in jobs in the area of buying.
03.03 Identify employment requirements in jobs in the area of storage.
03.04 Identify employment requirements in jobs in the area of risk bearing.
03.05 Identify employment requirements in jobs in the area of transportation.
03.06 Identify employment requirements in jobs in the area of finance.
03.07 Identify employment requirements in jobs in the area of standardization and grading.
03.08 Identify employment requirements in jobs in the area of marketing research.

04.0 IDENTIFY WORK VALUES AND GOAL-SETTING TOOLS--The student will be able to:

04.01 Explain how values are acquired and how they are changed.
04.02 Explain how work is affected by values.
04.03 Identify goal-setting tools including self-inventory and interest survey.

05.0 IDENTIFY PROGRAMS INSTRUMENTAL IN DEVELOPING CAREER CHOICES--The student will be able to:

05.01 Identify senior high school Marketing Education programs which are available to students who desire a career in marketing.
05.02 Identify college or vocational-technical programs which are available for high school graduates or school leavers desiring further education in marketing before entering the work force.

06.0 IDENTIFY HUMAN RELATIONS SKILLS THAT WILL ENABLE STUDENTS TO SUCCEED IN THEIR CAREER GOALS--The student will be able to:

06.01 Identify acceptable grooming and good health habits.
06.02 State the importance of dependability and responsible behavior.
06.03 State the importance of a positive attitude.
06.04 State the importance of getting along with co-workers, employers, and other business associates.

07.0 IDENTIFY THE ADVANTAGES OF THE DISTRIBUTIVE EDUCATION CLUBS OF AMERICA (DECA)--The student will be able to:

07.01 Identify DECA and its role in marketing education.
07.02 Identify the purposes of DECA.
07.03 Identify the advantages of student involvement in DECA.

CURRICULUM FRAMEWORK | PROGRAM AREA: Marketing
FLORIDA DEPARTMENT OF EDUCATION | EFFECTIVE DATE: July, 1988

COURSE TITLE: Exploration of Marketing Occupations

CODE NUMBER: Secondary 8800210 Postsecondary ______

Florida CIP ME08.9999EX

SECONDARY SCHOOL CREDITS .5 | POSTSECONDARY ADULT COLLEGE CREDITS ______ | VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): X 7-9 ______ 9-12 ______ Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: TEACH CDE 7 DIST ED 7 BUS ED 4

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to give students initial exposure to the skills and attitudes associated with a broad range of occupations relating to careers in marketing and distribution, including job requirements and tasks performed, to assist students in making informed decisions regarding their future academic and occupational goals.

Instruction provides opportunities for students to explore employment opportunities and requirements, job application procedures, tasks performed by workers, as well as leadership and human relations skills in retailing, wholesaling and marketing services occupations.

II. **LABORATORY ACTIVITIES:** Laboratory activities are a part of this course. Students are exposed to as much merchandising equipment as possible and have access to computers to develop computer literacy.

III. **SPECIAL NOTE:** Marketing Education vocational student organization activities are appropriate for providing leadership training experiences and for reinforcing civic consciousness, social intelligence, and vocational understanding. When provided, these activities should be in-school activities and considered an integral part of this instructional course.

IV. **INTENDED OUTCOMES:** After successfully completing this course, the student will be able to:

01. Identify the basic economic environment in marketing.
02. Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter retailing occupations.
03. Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter wholesaling occupations.
04. Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter marketing services occupations.
05. Identify procedures involved in choosing, applying for, keeping, and progressing in marketing occupations.
06. Explain the impact of computer technology on marketing occupations.
07. Demonstrate computer literacy.

STUDENT PERFORMANCE STANDARDS — EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing — SECONDARY NUMBER: 8800210

COURSE TITLE: Exploration of Marketing Occupations — POSTSECONDARY NUMBER: ______

01.0 IDENTIFY THE BASIC ECONOMIC ENVIRONMENT IN MARKETING--The student will be able to:

- 01.01 Explain private enterprise.
- 01.02 Explain profit motive.
- 01.03 Identify the relationships between people's wants and needs and marketing activities.

02.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER RETAILING OCCUPATIONS--The student will be able to:

- 02.01 Identify retailing occupations.
- 02.02 Identify the basic tasks performed by each occupation.
- 02.03 Identify employment opportunities for each occupation.
- 02.04 State the edcuational requirements to prepare a student for entry-level employment in retailing occupations.

03.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER WHOLESALING OCCUPATIONS--The student will be able to:

- 03.01 Identify wholesaling occupations.
- 03.02 Identify the basic tasks performed by each occupation.
- 03.03 Identify employment opportunities for each occupation.
- 03.04 State the educational requirements to prepare a student for entry-level employment in wholesaling occupations.

04.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER MARKETING SERVICES OCCUPATIONS--The student will be able to:

- 04.01 Identify marketing services occupations.
- 04.02 Identify the basic tasks performed by each occupation.
- 04.03 Identify employment opportunities for each occupation.
- 04.04 State the educational requirements to prepare student for entry-level employment in marketing services occupations.

05.0 IDENTIFY PROCEDURES INVOLVED IN CHOOSING, APPLYING FOR, KEEPING, AND PROGRESSING IN MARKETING OCCUPATIONS--The student will be able to:

- 05.01 Identify the tasks involved in choosing a marketing occupation; e.g., self-inventory, interest survey, research, and aptitude test batteries.
- 05.02 State the steps in applying for a job.
- 05.03 Complete a sample job application form.
- 05.04 Demonstrate the necessary communications skills involved in a job interview.
- 05.05 Identify those characteristics that help people obtain, hold, and progress on their jobs in marketing occupations.

06.0 EXPLAIN THE IMPACT OF COMPUTER TECHNOLOGY ON MARKETING OCCUPATIONS--The student will be able to:

- 06.01 Explain how computer usage has changed the way retailing businesses operate.
- 06.02 Explain how computer usage has changed the way wholesaling businesses operate.
- 06.03 Explain how computer usage has changed the way marketing services businesses operate.

07.0 DEMONSTRATE COMPUTER LITERACY--The student will be able to:

- 07.01 Define the following terms:
    - a) computer
    - b) data
    - c) input
    - d) output
    - e) hardware
    - f) software

g) language
h) processing
i) memory
j) program
k) terminal
l) peripheral devices
m) keyboard characters and control

07.02 Operate a computer by performing the following steps:
a) turn the equipment on and off
b) load the program
c) run and use a program
d) store a program
e) display a program
f) enter and execute a simple program

07.03 Identify the advantages and disadvantages in the use of different computers.

07.04 State the general uses of the computer.

07.05 Identify the safety precautions that must be observed in using equipment.

07.06 Use the computer to explore selected occupations.

CURRICULUM FRAMEWORK — PROGRAM AREA: Marketing
FLORIDA DEPARTMENT OF EDUCATION — EFFECTIVE DATE: July, 1988
COURSE TITLE: Practical Entrepreneurship Skills
CODE NUMBER: Secondary 8800310 Postsecondary ____________
Florida CIP ME08.9999PA

SECONDARY SCHOOL CREDITS .5 — COLLEGE CREDITS ________ — POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____ 7-9 X 9-12 _____ Postsecondary Adult Vocational
_____ Postsecondary Vocational _____ Other 30, 31
CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this course is to introduce students to the concept of entrepreneurship and to develop an awareness of basic business and economic principles necessary for the potential entrepreneur. The course will also give students an opportunity to evaluate their potential as entrepreneurs.

II. LABORATORY ACTIVITIES: None.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional course.

IV. INTENDED OUTCOMES: After successfully completing this course, the student will be able to:

01. Explain the concept and importance of entrepreneurship.
02. Contrast the advantages and disadvantages of becoming an entrepreneur.
03. Describe the five major fields of business activity that are available for the potential entrepreneur.
04. Compare the three methods of becoming an entrepreneur.
05. Compare the legal forms of business ownership.
06. Demonstrate an understanding of basic economic principles that affect the operation of a small business.
07. Evaluate their potential as an entrepreneur.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing
SECONDARY NUMBER: 8800310
COURSE TITLE: Practical Entrepreneurship Skills
POSTSECONDARY NUMBER:

01.0 EXPLAIN THE CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:

01.01 Define entrepreneurship.
01.02 Define entrepreneurs.
01.03 Discuss the importance of entrepreneurships to the American economy.

02.0 CONTRAST THE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:

02.01 Describe the advantages of ownership of a small business.
02.02 Describe the disadvantages of ownership of a small business.
02.03 Identify the risks involved in ownership of a small business.
02.04 List the major factors involved in the failure of a small business.

03.0 DESCRIBE THE FIVE MAJOR FIELDS OF BUSINESS ACTIVITY THAT ARE AVAILABLE FOR THE POTENTIAL ENTREPRENEUR--The student will be able to:

03.01 Define and give examples of "extractive enterprises."
03.02 Define and give examples of "manufacturing businesses."
03.03 Define and give examples of wholesalers.
03.04 Define and give examples of retailers.
03.05 Define and give examples of "services businesses."

04.0 COMPARE THE THREE METHODS OF BECOMING AN ENTREPRENEUR--The student will be able to:

04.01 List the advantages and disadvantages of buying an existing business.
04.02 List the advantages and disadvantages of starting a business from scratch.
04.03 Define franchise.
04.04 Define franchisor.
04.05 Define franchisee.
04.06 List the advantages and disadvantages of buying a franchise.

05.0 COMPARE THE LEGAL FORMS OF BUSINESS OWNERSHIP--The student will be able to:

05.01 Define sole proprietorship.
05.02 List the advantages and disadvantages of a sole proprietorship.
05.03 Define partnership.
05.04 List the advantages and disadvantages of a partnership.
05.05 Define corporation.
05.06 List the advantages and disadvantages of a corporation.

06.0 DEMONSTRATE AN UNDERSTANDING OF BASIC ECONOMIC PRINCIPLES THAT AFFECT THE OPERATION OF A SMALL BUSINESS--The student will be able to:

06.01 Define "supply and demand."
06.02 Describe the interactions between supply and demand.
06.03 Define competition.
06.04 Identify the effects of competition on a small business.
06.05 Define "profit."

07.0 EVALUATE THEIR POTENTIAL AS AN ENTREPRENEUR--The student will be able to:

07.01 Identify the necessary personal qualities of the successful entrepreneur.
07.02 Identify the business/management skills needed to operate a small business efficiently and effectively.
07.03 Outline the educational experiences and/or occupational training needed by a student interested in becoming an entrepreneur.

CURRICULUM FRAMEWORK   PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION   EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Academy of Finance

CODE NUMBER: Secondary 8815100   Postsecondary ______

Florida CIP ME08040110

SECONDARY SCHOOL CREDITS 5   COLLEGE CREDITS ______   POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational   x Other 10-12, 30-31

CERTIFICATION COVERAGE: BANK FINC 7   TEACH CDE 7   DIST ED 7   BUS ED 4

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment in occupations such as tellers (40060201), broker assistants, accounting assistants, staff assistants.

Listed below are the courses that comprise this program when offered at the secondary level:

8815110	Financial Operations
8815120	Financial Planning
8815130	Financial Internship
8815140	Financial Accounting
8815150	Financial Computing

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Industry specific equipment should be utilized for each job for which the student receives instruction.

III. SPECIAL NOTE: Students will have the opportunity to become members of the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered through the Marketing Cooperative Education - OJT course, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed according to Federal guidelines not less than minimum wage.

Financial Internship is scheduled to run during the six weeks of summer school. The student/intern must work a minimum of 150 hours to earn one credit. Financial Operations should be completed in order to enroll in Financial Internship. The following is required for each student employed in the Financial Internship's course: a job performance skills plan, signed by student/intern, teacher and employer which includes competencies developed through classroom experiences; a list of on-the-job duties and tasks to be performed; identification of applicable student performance standards. The student must be paid for work performance according to Federal guidelines not less than the minimum wage.

The teacher/coordinator must visit each intern site a minimum of once during each grading period for the purpose of evaluating the intern's progress in attaining the competencies listed in the job performance skills plan.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Compare the differences between the various economic systems.
02. Explain the nature of American capitalism through its various concepts.
03. Explain the profit motive in our economic system.
04. Demonstrate by examples capital markets and the role securities have within this market.
05. Develop skill in interpreting the financial section of the daily newspaper.
06. Illustrate how production and sales impact upon the American marketplace.
07. Outline the role the Federal Reserve System plays in our money, credit and banking processes.
08. Summarize how economic growth and stability impact upon the business cycle.
09. Define international trade.
10. State the banking concept as used in America.
11. Outline the historical transition the banking system in America has taken from the early years to its current position.
12. Define banking operations.
13. Describe the various types of credit used in our economy.
14. Categorize credit risks.
15. Outline the processes used in making and collecting a loan.
16. Explain the processes used in the field of financial planning.
17. Describe the role of a financial planner.
18. Outline the components of a financial plan.
19. Identify the principals of saving and borrowing.
20. Define the concept of risk management and insurance products.
21. Outline investment opportunities available in today's financial market.
22. Identify retirement planning strategies.
23. Identify estate planning strategies.
24. Describe the role of consumer credit in today's society.
25. Identify career opportunities available in the consumer credit field.
26. Describe consumer credit products.
27. Define risk and consumer lending.
28. Outline the procedures utilized in processing a credit application.
29. Demonstrate the procedures utilized in gathering credit information.
30. Outline the procedures used in evaluating a loan.
31. Identify the documents and procedures utilized in closing a loan.
32. Outline the methods utilized in servicing a loan.
33. Perform designated job skills.
34. Demonstrate work ethics.
35. Identify terminology unique to the finance and finance-related industries.
36. Perform math computations.
37. Perform data processing activities.
38. Demonstrate communications skills needed in finance and finance-related occupations.
39. Identify functions of data processing.
40. Demonstrate decision-making activities.
41. Demonstrate financial accounting activities.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing SECONDARY NUMBER: 8815100
PROGRAM TITLE: Academy of Finance POSTSECONDARY NUMBER: ______

01.0 COMPARE THE DIFFERENCES BETWEEN THE VARIOUS ECONOMIC SYSTEMS--The student will be able to:

- 01.01 Describe the terms "market" and "market system."
- 01.02 Compare and contrast major features of each type of modern economic system.
- 01.03 Explain the basic principles of a market system.

02.0 EXPLAIN THE NATURE OF AMERICAN CAPITALISM THROUGH ITS VARIOUS CONCEPTS--The student will be able to:

- 02.01 Summarize American capitalism.
- 02.02 Categorize the American market economy.
- 02.03 Justify the need for supply and demand in our capitalistic economy.

03.0 EXPLAIN THE PROFIT MOTIVE IN OUR ECONOMIC SYSTEM--The student will be able to:

- 03.01 Interpret the term "profit."
- 03.02 Explain the role of profit investment decisions.

04.0 DEMONSTRATE BY EXAMPLES CAPITAL MARKETS AND THE ROLE SECURITIES HAVE WITHIN THIS MARKET--The student will be able to:

- 04.01 Develop two reasons for corporate efforts to raise capital.
- 04.02 Demonstrate three methods available to corporations for raising capital.
- 04.03 Show the major purposes of corporate annual reports.

05.0 DEVELOP SKILL IN INTERPRETING THE FINANCIAL SECTION OF THE DAILY NEWSPAPER--The student will be able to:

- 05.01 Identify important financial date components found in the financial section of a daily newspaper.
- 05.02 Demonstrate the importance of data relating to daily trading in a listed New York Stock Exchange stock.

06.0 ILLUSTRATE HOW PRODUCTION AND SALES IMPACT UPON THE AMERICAN MARKETPLACE--The student will be able to:

- 06.01 Outline how corporate giants develop.
- 06.02 Compare the features of the proprietorship, partnership and corporation.
- 06.03 Differentiate the advantages and disadvantages of forming a corporation.

07.0 OUTLINE THE ROLE THE FEDERAL RESERVE SYSTEM PLAYS IN OUR MONEY, CREDIT AND BANKING PROCESSES--The student will be able to:

- 07.01 Define money.
- 07.02 Describe the role banks play in the economic growth and development of a society.

08.0 SUMMARIZE HOW ECONOMIC GROWTH AND STABILITY IMPACT UPON THE BUSINESS CYCLE--The student will be able to:

- 08.01 Interpret the concept of economic growth.
- 08.02 Explain the various business cycles that occur in our society.

09.0 DEFINE INTERNATIONAL TRADE--The student will be able to:

- 09.01 Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.
- 09.02 Outline the advantages and disadvantages or a protectionist policy.
- 09.03 Identify possible solutions to the problem of meeting foreign competition.

10.0 STATE THE BANKING CONCEPT AS USED IN AMERICA--The student will be able to:

- 10.01 Describe the services offered by a full service bank.
- 10.02 Identify the basic funtions of banks.
- 10.03 Identify financial services offered by major non-bank competitors.

11.0 OUTLINE THE HISTORICAL TRANSITION THE BANKING SYSTEM IN AMERICA HAS TAKEN FROM THE EARLY YEARS TO ITS CURRENT POSITION--The student will be able to:

- 11.01 Point out the Federal Reserve System's various roles in banking.
- 11.02 Identify the major Federal banking laws and their role in banking.
- 11.03 Diagram the organization of the Federal Reserve.
- 11.04 Identify new products and sellers offered by full-service banks.

12.0 DEFINE BANKING OPERATIONS--The student will be able to:

- 12.01 Outline the major departments in a full service bank.
- 12.02 Describe the characteristics of a time deposit transaction.
- 12.03 Identify types of negotiable instruments.

13.0 DESCRIBE THE VARIOUS TYPES OF CREDIT USED IN OUR ECONOMY--The student will be able to:

- 13.01 List the types of credit used in our economy.
- 13.02 Identify characteristics of a good credit risk.
- 13.03 Outline various methods of computing interest.

14.0 CATEGORIZE CREDIT RISKS--The student will be able to:

- 14.01 Explain the factors that should be considered in making credit decisions.
- 14.02 Summarize the advantages and disadvantages of available credit plans.

15.0 OUTLINE THE PROCESSES USED IN MAKING AND COLLECTING A LOAN--The student will be able to:

- 15.01 Describe the legal framework for making loans.
- 15.02 Describe the legal framework for making a loan collection.

16.0 EXPLAIN THE PROCESSES USED IN THE FIELD OF FINANCIAL PLANNING--The student will be able to:

- 16.01 Discuss financial planning.
- 16.02 Explain basic steps in the process.
- 16.03 Evaluate a hypothetical situation from a financial planning point of view.
- 16.04 Summarize the extent to which financial planning would benefit people of different circumstances.

17.0 DESCRIBE THE ROLE OF A FINANCIAL PLANNER--The student will be able to:

- 17.01 Define abbreviations associated with degrees granted by various financial institutions and industries.
- 17.02 Outline the reasons for confusion in selecting a financial planner.
- 17.03 Develop questions necessary for evaluating a planner's credentials.
- 17.04 Describe the skills, education and training necessary for a career in financial planning.
- 17.05 List the basic steps in a financial planning process.

18.0 OUTLINE THE COMPONENTS OF A FINANCIAL PLAN--The student will be able to:

- 18.01 Explain the importance of goals during the various phases of financial planning.
- 18.02 Describe financial information needed in the data gathering phase of planning.
- 18.03 Explain significance of the income statement and balance sheet for financial planning.
- 18.04 Explain how a planner analyzes financial data using the components of a financial plan.

19.0 IDENTIFY THE PRINCIPLES OF SAVINGS AND BORROWING--The student will be able to:

- 19.01 Describe the importance of credit to consumers in the American marketplace.
- 19.02 List the criteria for judging an individual's credit worthiness.
- 19.03 Describe three different types of consumer credit discrimination.
- 19.04 Describe a strategy for increasing an individual's savings.

20.0 DEFINE THE CONCEPT OF RISK MANAGEMENT AND INSURANCE PRODUCTS--The student will be able to:

- 20.01 List the broad range of insurance available to consumers.
- 20.02 Explain the major insurance-related concepts of risk sharing.
- 20.03 Define key terms and concepts relating to insurance.
- 20.04 Develop a list of criteria for determining the amount of insurance an individual needs.
- 20.05 Outline an individual risk profile.

21.0 OUTLINE INVESTMENT OPPORTUNITIES AVAILABLE IN TODAY'S FINANCIAL MARKET--The student will be able to:

- 21.01 Identify key investment-related terms, concepts and options.
- 21.02 Develop an individual financial plan for a person with a one million dollar windfall.
- 21.03 Outline a financial strategy for investing in precious metal and collectibles.

22.0 IDENTIFY RETIREMENT PLANNING STRATEGIES--The student will be able to:

- 22.01 Identify sources of retirement funds.
- 22.02 List various pension plans.
- 22.03 Identify the retirement benefits provided by Social Security.
- 22.04 Outline personal income tax planning strategies.

23.0 IDENTIFY ESTATE PLANNING STRATEGIES--The student will be able to:

- 23.01 Define key terms and concepts relating to estate plananing.
- 23.02 Identify the major components of an individual estate plan.
- 23.03 State the reasons why anyone with assests should plan an estate.
- 23.04 Identify the major provisions of a will and explain why the drafting of a will is vital to estate planning.

24.0 DESCRIBE THE ROLE OF CONSUMER CREDIT IN TODAY'S SOCIETY--The student will be able to:

- 24.01 Define consumer credit.
- 24.02 Identify major providers of consumer credit.
- 24.03 State the reason(s) consumer credit exists.

25.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN THE CONSUMER CREDIT FIELD--The student will be able to:

- 25.01 Outline an organizational chart for the consumer lending department of a bank.
- 25.02 List the various careers in consumer lending.

26.0 DESCRIBE CONSUMER CREDIT PRODUCTS--The student will be able to:

- 26.01 Identify the characteristics of consumer credit products, i.e., open ended, secured and unsecured, short and long term.
- 26.02 Describe the benefits of credit card use.
- 26.03 Name the activities involved in a credit transaction.
- 26.04 Match a mortgage to a home equity loan.

27.0 DEFINE RISK AND CONSUMER LENDING--The student will be able to:

- 27.01 Define a credit risk.
- 27.02 Construct a profile of a good credit risk.
- 27.03 Explain the method an institution uses to price a loan.

28.0 OUTLINE THE PROCEDURES UTILIZED IN PROCESSING A CREDIT APPLICATION--The student will be able to:

28.01 Outline the information needed on a credit application.
28.02 List the documents involved in consumer lending.
28.03 Develop a letter to notify the applicant of a credit decision.

29.0 DEMONSTRATE THE PROCEDURES UTILIZED IN GATHERING CREDIT INFORMATION--The student will be able to:

29.01 Demonstrate a loan interview.
29.02 Complete a loan application.
29.03 Outline the procedures involved in credit verification.

30.0 OUTLINE THE PROCEDURES USED IN EVALUATING A LOAN--The student will be able to:

30.01 Analyze a credit grading system.
30.02 Describe seven signals which may be fraud indicators.
30.03 Analyze the reasons why credit information should be verified.

31.0 IDENTIFY THE DOCUMENTS AND PROCEDURES UTILIZED IN CLOSING A LOAN--The student will be able to:

31.01 Explain the significance of a loan closing.
31.02 Identify the documents involved in general consumer lending.

32.0 OUTLINE THE METHODS UTILIZED IN SERVICING A LOAN--The student will be able to:

32.01 Describe how consumer loans are serviced.
32.02 Outline collection procedures for a consumer loan.
32.03 Define bankruptcy.

33.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

33.01 Perform tasks as outlined in the job performance skills plan.
33.02 Demonstrate job performance skills.
33.03 Maintain appropriate records.
33.04 Attain an acceptable level of productivity.
33.05 Demonstrate appropriate dress and grooming habits.

34.0 DEMONSTRATE WORK ETHICS--The student will be able to:

34.01 Follow directions.
34.02 Demonstrate good human relations skills on the job.
34.03 Demonstrate good work habits.
34.04 Demonstrate acceptable business ethics.

35.0 IDENTIFY TERMINOLOGY UNIQUE TO THE FINANCE AND FINANCE-RELATED INDUSTRIES--The student will be able to:

35.01 Identify and define commonly used financial terms, such as income, expense and profit.
35.02 Identify and record financial data using correct terminology.

36.0 PERFORM MATH COMPUTATIONS--The student will be able to:

36.01 Solve addition, subtraction, multiplication and division problems using a ten key calculator.
36.02 Compute totals and sales tax on a sales slip.

37.0 PERFORM DATA PROCESSING ACTIVITIES--The student will be able to:

37.01 Enter data into an accounts payable system.
37.02 Enter data into an accounts receivable system.
37.03 Enter data into a cash payments system.
37.04 Enter data into a cash receipts system.
37.05 Enter data into a payroll system.

38.0 DEMONSTRATE COMMUNICATION SKILLS NEEDED IN FINANCE AND FINANCE-RELATED INDUSTRIES--The student will be able to:

38.01 Compose and keyboard a letter of application.
38.02 Compose and keyboard a resume.

39.0 IDENTIFY FUNCTIONS OF DATA PROCESSING--The student will be able to:

39.01 Identify computer hardware and software.
39.02 Identify generic data processing terms.
39.03 Describe the relationship between a source document and a single transaction on a unit of record.
39.04 Identify the major types of careers in data processing with the duties performed and educational requirements needed.
39.05 Define and list in sequence each of the steps of a data processing cycle.
39.06 Identify symbols used in flowchart application.

40.0 DEMONSTRATE DECISION-MAKING ACTIVITIES--The student will be able to:

40.01 Select the appropriate action in situations requiring the application of business ethics.

41.0 DEMONSTRATE FINANCIAL ACCOUNTING ACTIVITIES--The student will be able to:

41.01 Identify the basic elements of the bookkeeping/accounting cycle.
41.02 Prepare an eight-column work sheet.
41.03 Post entries from the general journal to the general ledger.
41.04 Prepare an income statement.
41.05 Prepare a balance sheet.
41.06 Record purchases transactions in the purchases journal.
41.07 Record a sales transaction in the sales journal.
41.08 Post sales journal entries to the accounts receivable ledger and general ledger.
41.09 Record a sales returns and allowances transaction in the general journal.
41.10 Post cash receipts journal entries to the accounts receivable ledger and general ledger.
41.11 Prepare a W-4 form (Employee's Withholding Allowance Certificate).
41.12 Compute the depreciation rate, annual depreciation, and book value of a fixed asset, using straight line and declining balance methods.
41.13 Define the ACRS (accelerated cost recovery system) method of depreciation.
41.14 Compute the cost of inventory, using FIFO and LIFO, and average cost methods.
41.15 Prepare, record and post entries to record a payroll and payroll taxes.
41.16 Identify business tax-related forms.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: MARKETING COURSE CREDIT: 1

PROGRAM TITLE: Academy of Finance PROGRAM NUMBER: 8815100

COURSE TITLE: Financial Operations COURSE NUMBER: 8815110

COURSE DESCRIPTION:

The financial aspect of this course presents basic topics in Macro and Micro economics, and the principles and practices of banking and credit in the United States. Additional emphasis is placed on money, credit and banking, economic growth and stability, taxation and budgeting, labor management relations and international trade. The students become familiar with the major functions of banks and other financial intermediaries, central banking by the Federal Reserve System and modern trends in the banking industry. The students are introduced to credit functions, principles of credit risk evaluation, loan creation, debt collection, and stocks and bonds.

01.0 COMPARE THE DIFFERENCES BETWEEN THE VARIOUS ECONOMIC SYSTEMS--The student will be able to:

01.01 Describe the terms "market" and "market system."
01.02 Compare and contrast major features of each type of modern economic system.
01.03 Explain the basic principles of a market system.

02.0 EXPLAIN THE NATURE OF AMERICAN CAPITALISM THROUGH ITS VARIOUS CONCEPTS--The student will be able to:

02.01 Summarize American capitalism.
02.02 Categorize the American market economy.
02.03 Justify the need for supply and demand in our capitalistic economy.

03.0 EXPLAIN THE PROFIT MOTIVE IN OUR ECONOMIC SYSTEM--The student will be able to:

03.01 Interpret the term "profit."
03.02 Explain the role of profit investment decisions.

04.0 DEMONSTRATE BY EXAMPLES CAPITAL MARKETS AND THE ROLE SECURITIES HAVE WITHIN THIS MARKET--The student will be able to:

04.01 Develop two reasons for corporate efforts to raise the capital.
04.02 Demonstrate three methods available to corporations for raising capital.
04.03 Show the major purposes of corporate annual reports.

05.0 DEVELOP SKILL IN INTERPRETING THE FINANCIAL SECTION OF THE DAILY NEWSPAPER--The student will be able to:

05.01 Identify important financial data components found in the financial section of a daily newspaper.
05.02 Demonstrate the importance of data relating to daily trading in a listed New York Stock Exchange stock.

06.0 ILLUSTRATE HOW PRODUCTION AND SALES IMPACT UPON THE AMERICAN MARKETPLACE--The student will be able to:

06.01 Outline how corporate giants develop.
06.02 Compare the features of the proprietorship, partnership, and corporation.
06.03 Differentiate the advantages and disadvantages of forming a corporation.

07.0 OUTLINE THE ROLE THE FEDERAL RESERVE SYSTEM PLAYS IN OUR MONEY, CREDIT AND BANKING PROCESSES--The student will be able to:

07.01 Define money.
07.02 Describe the role banks play in the economic growth and development of a society.

08.0 SUMMARIZE HOW ECONOMIC GROWTH AND STABILITY IMPACT UPON THE BUSINESS CYCLE--The student will be able to:

08.01 Interpret the concept of economic growth.
08.02 Explain the various business cycles that occur in our society.

09.0 DEFINE INTERNATIONAL TRADE--The student will be able to:

09.01 Describe what takes place during the rise or fall of the exchange rate of the U. S. Dollar.
09.02 Outline the advantages and disadvantages of a protectionist policy.
09.03 Identify possible solutions to the problem of meeting foreign competition.

10.0 STATE THE BANKING CONCEPT AS USED IN AMERICA--The student will be able to:

10.01 Describe the services offered by a full service bank.
10.02 Identify the basic functions of banks.
10.03 Identify financial services offered by major non-bank competitors.

11.0 OUTLINE THE HISTORICAL TRANSITION THE BANKING SYSTEM IN AMERICA HAS TAKEN FROM THE EARLY YEARS TO ITS CURRENT POSITION--The student will be able to:

11.01 Point out the Federal Reserve System's various roles in banking.
11.02 Identify the major Federal banking laws and their role in banking.
11.03 Diagram the organization of the Federal Reserve.
11.04 Identify new products and sellers offered by full-service banks.

12.0 DEFINE BANKING OPERATIONS--The student will be able to:

12.01 Outline the major departments in a full service bank.
12.02 Describe the characteristics of a time deposit transaction.
12.03 Identify types of negotiable instruments.

13.0 DESCRIBE THE VARIOUS TYPES OF CREDIT USED IN OUR ECONOMY--The student will be able to:

13.01 List the types of credit used in our economy.
13.02 Identify characteristics of a good credit risk.
13.03 Outline various methods of computing interest.

14.0 CATEGORIZE CREDIT RISKS--The student will be able to:

14.01 Explain the factors that should be considered in making credit decisions.
14.02 Summarize the advantages and disadvantages of available credit plans.

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15.01 Describe the legal framework for making loans.
15.02 Describe the legal framework for making a loan collection.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	MARKETING	COURSE CREDIT:	1
PROGRAM TITLE:	Academy of Finance	PROGRAM NUMBER:	8815100
COURSE TITLE:	Financial Planning	COURSE NUMBER:	8815120

COURSE DESCRIPTION:

This course develops an awareness of the need for care and organization in planning for the wise use of economic resources and financial products available through a study of savings, credit, insurance, banking and financial goals. The student is provided with the concepts needed to understand commercial consumer credit functions and basic operations. The students are made aware of the career opportunities offered by lending institutions.

16.0 EXPLAIN THE PROCESSES USED IN THE FIELD OF FINANCIAL PLANNING--The student will be able to:

16.01 Discuss financial planning.
16.02 Explain basic steps in the process.
16.03 Evaluate a hypothetical situation from a financial planning point of view.
16.04 Summarize the extent to which financial planning would benefit people of different circumstances.

17.0 DESCRIBE THE ROLE OF A FINANCIAL PLANNER--The student will be able to:

17.01 Define abbreviations associated with degrees granted by various financial institutions and industries.
17.02 Outline the reasons for confusion in selecting a financial planner.
17.03 Develop questions necessary for evaluating a planner's credentials.
17.04 Describe the skills, education and training necessary for a career in financial planning.
17.05 List the basic steps in a financial planning process.

18.0 OUTLINE THE COMPONENTS OF A FINANCIAL PLAN--The student will be able to:

18.01 Explain the importance of goals during the various phases of financial planning.
18.02 Describe financial information needed in the data gathering phase of planning.
18.03 Explain significance of the income statement and balance sheet for financial planning.
18.04 Explain how a planner analyzes financial data using the components of a financial plan.

19.0 IDENTIFY THE PRINCIPLES OF SAVINGS AND BORROWING--The student will be able to:

19.01 Describe the importance of credit to consumers in the American marketplace.
19.02 List the criteria for judging an individual's credit worthiness.
19.03 Describe three different types of consumer credit discrimination.
19.04 Describe a strategy for increasing an individual's savings.

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20.01 List the broad range of insurance available to consumers.
20.02 Explain the major insurance-related concepts of risk sharing.
20.03 Define key terms and concepts relating to insurance.
20.04 Develop a list of criteria for determining the amount of insurance an individual needs.
20.05 Outline an individual risk profile.

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21.01 Identify key investment-related terms, concepts and options.
21.02 Develop an individual financial plan for a person with a one million dollar windfall.
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22.01 Identify sources of retirement funds.
22.02 List various pension plans.
22.03 Identify the retirement benefits provided by Social Security.
22.04 Outline personal income tax planning strategies.

23.0 IDENTIFY ESTATE PLANNING STRATEGIES--The student will be able to:

23.01 Define key terms and concepts relating to estate planning.
23.02 Identify the major components of an individual estate.
23.03 State the reasons why anyone with assests should plan an estate.
23.04 Identify the major provisions of a will and explain why the drafting of a will is vital to estate planning.

24.0 DESCRIBE THE ROLE OF CONSUMER CREDIT IN TODAY'S SOCIETY--The student will be able to:

- 24.01 Define consumer credit.
- 24.02 Identify major providers of consumer credit.
- 24.03 State the reason(s) consumer credit exists.

25.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN THE CONSUMER CREDIT FIELD--The student will be able to:

- 25.01 Outline an organizational chart for the consumer lending department of a bank.
- 25.02 List the various careers in consumer lending.

26.0 DESCRIBE CONSUMER CREDIT PRODUCTS--The student will be able to:

- 26.01 Identify the characteristics of consumer credit products, i.e., open ended, secured and unsecured, short and long term.
- 26.02 Describe the benefits of credit card use.
- 26.03 Name the activities involved in a credit transaction.
- 26.04 Match a mortgage to a home equity loan.

27.0 DEFINE RISK AND CONSUMER LENDING--The student will be able to:

- 27.01 Define a credit risk.
- 27.02 Construct a profile of a good credit risk.
- 27.03 Explain the method an institution uses to price a loan.

28.0 OUTLINE THE PROCEDURES UTILIZED IN PROCESSING A CREDIT APPLICATION--The student will be able to:

- 28.01 Outline the information needed on a credit application.
- 28.02 List the documents involved in consumer lending.
- 28.03 Develop a letter to notify the applicant of a credit decision.

29.0 DEMONSTRATE THE PROCEDURES UTILIZED IN GATHERING CREDIT INFORMATION--The student will be able to:

- 29.01 Demonstrate a loan interview.
- 29.02 Complete a loan application.
- 29.03 Outline the procedures involved in credit verification.

30.0 OUTLINE THE PROCEDURES USED IN EVALUATING A LOAN--The student will be able to:

- 30.01 Analyze a credit grading system.
- 30.02 Describe seven signals which may be fraud indicators.
- 30.03 Analyze the reasons why credit information should be verified.

31.0 IDENTIFY THE DOCUMENTS AND PROCEDURES UTILIZED IN CLOSING A LOAN--The student will be able to:

- 31.01 Explain the significance of a loan closing.
- 31.02 Identify the documents involved in general consumer lending.

32.0 OUTLINE THE METHODS UTILIZED IN SERVICING A LOAN--The student will be able to:

- 32.01 Describe how consumer loans are serviced.
- 32.02 Outline collection procedures for a consumer loan.
- 32.03 Define bankruptcy.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: MARKETING
COURSE CREDIT: 1
PROGRAM TITLE: Academy of Finance
PROGRAM NUMBER: 8815100
COURSE TITLE: Financial Internship
COURSE NUMBER: 8815130

COURSE DESCRIPTION:

The financial internship course provides students the opportunity to demonstrate human relations, communications, and employability skills necessary for entry-level employment in the financial services industry. Additionally, it will enhance the instruction and competencies developed through classroom instruction. Financial internship is scheduled to run during the summer months.

33.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

33.01 Perform tasks as outlined in the job performance skills plan.
33.02 Demonstrate job performance skills.
33.03 Maintain appropriate records.
33.04 Attain an acceptable level of productivity.
33.05 Demonstrate appropriate dress and grooming habits.

34.0 DEMONSTRATE WORK ETHICS--The student will be able to:

34.01 Follow directions.
34.02 Demonstrate good human relations skills on the job.
34.03 Demonstrate good work habits.
34.04 Demonstrate acceptable business ethics.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: MARKETING
COURSE CREDIT: 1
PROGRAM TITLE: Academy of Finance
PROGRAM NUMBER: 8815100
COURSE TITLE: Financial Accounting
COURSE NUMBER: 8815140

COURSE DESCRIPTION:

This is an accelerated course which covers two years of accounting in one. There is a focus on the accounting cycle for both business and manufacturing industries through the trial balance and adjusting entries. Students learn how to use special journals, ledgers and controlling accounts. In addition, they prepare financial statements for singel proprietors, partnerships, and corporations. An emphasis is placed on the analysis and interpretation of financial reports.

35.0 IDENTIFY TERMINOLOGY UNIQUE TO THE FINANCE AND FINANCE-RELATED INDUSTRIES--The student will be able to:

35.01 Identify and define commonly used financial terms, such as income, expense and profit.
35.02 Identify and record financial data using correct terminology.

36.0 PERFORM MATH COMPUTATIONS--The student will be able to:

36.01 Solve addition, subtraction, multiplication and division problems using a ten key calculator.
36.02 Compute totals and sales tax on a sales slip.

41.0 DEMONSTRATE FINANCIAL ACCOUNTING ACTIVITIES--The student will be able to:

41.01 Identify the basic elements of the bookkeeping/accounting cycle.
41.02 Prepare an eight-column work sheet.
41.03 Post entries from the general journal to the general ledger.
41.04 Prepare an income statement.
41.05 Prepare a balance sheet.
41.06 Record purchases transactions in the purchases journal.
41.07 Record a sales transaction in the sales journal.

41.08 Post sales journal entries to the accounts receivable ledger and general ledger.
41.09 Record a sales returns and allowances transaction in the general journal.
41.10 Post cash receipts journal entries to the accounts receivable ledger and general ledger.
41.11 Prepare a W-4 form (Employee's Withholding Allowance Certificate).
41.12 Compute the depreciation rate, annual depreciation, and book value of a fixed asset, using straight line and declining balance methods.
41.13 Define the ACRS (accelerated cost recovery system) method of depreciation.
41.14 Compute the cost of inventory, using FIFO and LIFO, and average cost methods.
41.15 Prepare, record and post entries to record a payroll and payroll taxes.
41.16 Identify business tax-related forms.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	MARKETING	COURSE CREDIT:	1
PROGRAM TITLE:	Academy of Finance	PROGRAM NUMBER:	8815100
COURSE TITLE:	Financial Computing	COURSE NUMBER:	8815150

COURSE DESCRIPTION:

This course provides the student with a basic knowledge of Data Processing. In addition, this course is the foundation for further training in computer programming for business use. Theory, flow charting, and terminology are covered. Hands-on data entry and micro-computer applications with commercially prepared software in the areas of text-editing, data base management, business records, bookkeeping, and electronic spread sheets are covered.

37.0 PERFORM DATA PROCESSING ACTIVITIES--The student will be able to:

37.01 Enter data into an accounts payable system.
37.02 Enter data into an accounts receivable system.
37.03 Enter data into a cash payments system.
37.04 Enter data into a cash receipts system.
37.05 Enter data into a payroll system.

38.0 DEMONSTRATE COMMUNICATION SKILLS NEEDED IN FINANCE AND FINANCE-RELATED INDUSTRIES--The student will be able to:

38.01 Compose and keyboard a letter of application.
38.02 Compose and keyboard a resume.

39.0 IDENTIFY FUNCTIONS OF DATA PROCESSING--The student will be able to:

39.01 Identify computer hardware and software.
39.02 Identify generic data processing terms.
39.03 Describe the relationship between a source document and a single transaction on a unit of record.
39.04 Identify the major types of careers in data processing with the duties performed and educational requirements needed.
39.05 Define and list in sequence each of the steps of a data processing cycle.
39.06 Identify symbols used in flowchart application.

40.0 DEMONSTRATE DECISION-MAKING ACTIVITIES--The student will be able to:

40.01 Select the appropriate action in situations requiring the application of business ethics.

CURRICULUM FRAMEWORK — **PROGRAM AREA:** Marketing

FLORIDA DEPARTMENT OF EDUCATION — **EFFECTIVE DATE:** July, 1988

PROGRAM TITLE: Advertising Services

CODE NUMBER: Secondary 8803000 — Postsecondary MKA0080

Florida CIP ME08.020100

SECONDARY SCHOOL CREDITS 3 — COLLEGE CREDITS ____ — POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____7-9 ____9-12 ____Postsecondary Adult Vocational

____ Postsecondary Vocational — X Other 10-12, 30, 31

CERTIFICATION COVERAGE: ADVR PROM 7 RETAILING 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as merchandise displayers and window trimmers (50141000), ad layout persons, or copywriters or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, advertising and displaying merchandise and promoting customer goodwill.

Listed below are the courses that comprise this program when offered at the secondary level:

8803010	Advertising Services 1
8803020	Advertising Services 2
8803030	Advertising Services 3

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Equipment and supplies should be provided to enable the student to select, design, and construct promotional displays and advertisements.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 450 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.

02. Demonstrate the ability to communicate skillfully.
03. Apply sales promotion techniques and procedures to the marketing of products.
04. Demonstrate knowledge of merchandising activities.
05. Perform merchandising math operations unique to marketing.
06. Demonstrate a knowledge of basic economic principles.
07. Demonstrate knowledge and application of product and service technology.
08. Demonstrate employability skills.
09. Understand the role of management.
10. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: 8803[illegible]00

PROGRAM TITLE: Advertising Services
POSTSECONDARY NUMBER: MKA0080

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

03.01 List the purposes of advertising, display, and public relations.
03.02 Explain the importance of sales promotion.
03.03 Identify various forms of advertising media.
03.04 Demonstrate an understanding of design principles and elements.
03.05 Distinguish between the kinds of displays.
03.06 Identify the parts of an advertisement.
03.07 Develop and explain promotional mix.
03.08 Identify the most appropriate display for given types of merchandise.
03.09 Identify the patterns of arrangement in display.
03.10 Prepare an ad layout.
03.11 Evaluate the effectiveness of an ad.
03.12 Apply design principles when analyzing and/or creating a display.
03.13 Draw and label the color wheel.

04.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

04.01 Explain the role of buying/purchasing in merchandising.
04.02 Describe the importance of inventory control.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

05.01 Perform addition, subtraction, multiplication, and division.
05.02 Complete problems using percentages, decimals, and fractions.
05.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
05.04 Demonstrate opening and closing procedure for a cash register.
05.05 Calculate turnover.
05.06 Calculate stock-sales ratio.
05.07 Demonstrate a knowledge of pricing policies.
05.08 Calculate markup as a percentage of cost.
05.09 Calculate markup as a percentage of retail.
05.10 Calculate markdowns on merchandise.
05.11 Calculate open-to-buy.
05.12 Complete an invoice, purchase order, and packing slip.
05.13 Calculate discount date, due date, and amount of payment on an invoice.
05.14 Select the most beneficial discount terms for an invoice.

05.15 Calculate the amount of merchandise to be recorded utilizing model stocks.
05.16 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

06.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

06.01 Explain the role of marketing in the free enterprise system.
06.02 List and compare the three major types of economic systems.
06.03 Describe the channels of distribution.
06.04 Identify and discuss economic resources.
06.05 Discuss the role of the consumer in the free enterprise system.
06.06 Define the concept "supply and demand."
06.07 Identify and define the functions of marketing.
06.08 Identify and define the four types of product utility.
06.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
06.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
06.11 Name current trends that have developed in retailing.
06.12 List the major components of Gross National Product.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

07.01 Understand the importance of product and service technology.
07.02 Utilize available sources to obtain product knowledge.
07.03 Develop and demonstrate a newspaper advertisement.
07.04 Develop and demonstrate a radio advertisement.
07.05 Develop and demonstrate a television advertisement.
07.06 Develop and construct a major display in a place of business.
07.07 Plan and construct a sales promotion plan for a product.

08.0 DEMONSTRATE BASIC EMPLOYABILITY SKILLS--The student will be able to:

08.01 Conduct a job search.
08.02 Secure information about a job.
08.03 Identify documents that may be required when applying for a job.
08.04 Complete a job application form correctly.
08.05 Demonstrate competence in job interview techniques.
08.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
08.07 Identify acceptable work habits.
08.08 Demonstrate knowledge of how to make job changes appropriately.
08.09 Demonstrate acceptable employee health habits.

09.0 UNDERSTAND THE ROLE OF MANAGEMENT--The student will be able to:

09.01 Understand the function of management.
09.02 Recommend solutions to marketing problems.

10.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

10.01 Define entrepreneurship.
10.02 Describe the importance of entrepreneurship to the American economy.
10.03 List the advantages and disadvantages of business ownership.
10.04 Identify the risks involved in ownership of a business.
10.05 Identify the necessary personal characteristics of a successful entrepreneur.
10.06 Identify the business skills needed to operate a small business efficiently and effectively.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
COURSE CREDIT: 1

PROGRAM TITLE: Advertising Services
PROGRAM NUMBER: 8803000

COURSE TITLE: Advertising Services 1
COURSE NUMBER: 8803010

COURSE DESCRIPTION:

This introductory course covers the history, development, and the terminology of advertising. Students will become familiar with the role of advertising in a free enterprise economy from both a marketing view and the communications viewpoint. Emphasis will be placed on the mastery of basic and social skills including mathematics, communications, and human relations and their relation to the advertising field. Advertising media, the selection of media, planning advertising expenditures, and the effects of advertising on personal selling will receive major attention.

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

03.01 List the purposes of advertising, display, and public relations.
03.02 Explain the importance of sales promotion.
03.13 Draw and label the color wheel.

04.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

04.01 Explain the role of buying/purchasing in merchandising.
04.02 Describe the importance of inventory control.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

05.01 Perform addition, subtraction, multiplication, and division.
05.02 Complete problems using percentages, decimals, and fractions.
05.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
05.04 Demonstrate opening and closing procedure for a cash register.
05.05 Calculate turnover.
05.06 Calculate stock-sales ratio.
05.07 Demonstrate a knowledge of pricing policies.
05.08 Calculate markup as a percentage of cost.
05.09 Calculate markup as a percentage of retail.
05.10 Calculate markdowns on merchandise.
05.12 Complete and invoice, purchase order, and packing slip.
05.13 Calculate discount date, due date, and amount of payment on an invoice.
05.14 Select the most beneficial discount terms for an invoice.

06.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

06.01 Explain the role of marketing in the free enterprise system.
06.02 List and compare the three major types of economic systems.
06.03 Describe the channels of distribution.
06.04 Identify and discuss economic resources.
06.05 Discuss the role of the consumer in the free enterprise system.
06.06 Define the concept "supply and demand."
06.07 Identify and define the functions of marketing.
06.08 Identify and define the four types of product utility.
06.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
06.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
06.11 Name current trends that have developed in retailing.
06.12 List the major components of Gross National Product.

08.0 DEMONSTRATE BASIC EMPLOYABILITY SKILLS--The student will be able to:

08.01 Conduct a job search.
08.02 Secure information about a job.
08.03 Identify documents that may be required when applying for a job.
08.04 Complete a job application form correctly.
08.05 Demonstrate competence in job interview techniques.
08.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
08.07 Identify acceptable work habits.
08.08 Demonstrate knowledge of how to make job changes appropriately.
08.09 Demonstrate acceptable employee health habits.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
COURSE CREDIT: 1

PROGRAM TITLE: Advertising Services
PROGRAM NUMBER: 8803000

COURSE TITLE: Advertising Services 2
COURSE NUMBER: 8803020

COURSE DESCRIPTION:

This course offering involves the application of the fundamental principles of advertising and sales promotion with emphasis on media selection and calculating the cost of space in print media, budget preparation, and the creation of advertisements utilizing state of the art equipment in the classroom laboratory. Additional emphasis will be placed on evaluating and developing an advertising plan.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

03.03 Identify various forms of advertising media.
03.04 Demonstrate an understanding of design principles and elements.
03.05 Distinguish between the kinds of displays.
03.06 Identify the parts of an advertisement.
03.07 Develop and explain promotional mix.
03.08 Identify the most appropriate display for given types of merchandise.
03.09 Identify the patterns of arrangement in display.
03.10 Prepare an ad layout.
03.11 Evaluate the effectiveness of an ad.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

05.10 Calculate markdowns on merchandise.
05.11 Calculate open-to-buy.
05.12 Complete and invoice, purchase order, and packing slip.
05.13 Calculate discount date, due date, and amount of payment on an invoice.
05.15 Calculate the amount of merchandise to be recorded utilizing model stocks.
05.16 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

07.01 Understand the importance of product and service technology.
07.02 Utilize available sources to obtain product knowledge.
07.03 Develop and demonstrate a newspaper advertisement.
07.07 Plan and construct a sales promotion plan for a product.

09.0 UNDERSTAND THE ROLE OF MANAGEMENT--The student will be able to:

09.01 Understand the function of management.
09.02 Recommend solutions to marketing problems.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	Marketing	COURSE CREDIT:	1
PROGRAM TITLE:	Advertising Services	PROGRAM NUMBER:	8803000
COURSE TITLE:	Advertising Services 3	COURSE NUMBER:	8803030

COURSE DESCRIPTION:

This capstone course involves the application of principles of advertising and sales promotion with emphasis on the creation of a well-balanced paste-up that is camera ready and suitable for mechanical reproduction. Advertising campaign planning, designing a direct mail advertisement utilizing creative techniques, the creation of a story board model using the necessary items suitable for a television commercial will determine the student's mastery of the advertising principles. Additional emphasis will be placed on advertising sales and the coordination of advertising and sales departments. Advertising will be developed and critiques of newspapers, magazines, periodicals and brochures. The instructional priority is on the creation of advertising by the student relating to actual products, items, and services.

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.04 Exhibit the ability to get along with others.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.04 Discuss the role communication plays in marketing.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.

03.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

03.11 Evaluate the effectiveness of an ad.
03.12 Apply design principles when analyzing and/or creating a display.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

05.07 Demonstrate a knowledge of pricing policies.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

07.01 Understand the importance of product and service technology.
07.02 Utilize available sources to obtain product knowledge.
07.03 Develop and demonstrate a newspaper advertisement.
07.04 Develop and demonstrate a radio advertisement.
07.05 Develop and demonstrate a television advertisement.
07.06 Develop and construct a major display in a place of business.
07.07 Plan and construct a sales promotion plan for a product.

09.0 UNDERSTAND THE ROLE OF MANAGEMENT--The student will be able to:

09.01 Understand the function of management.
09.02 Recommend solutions to marketing problems.
09.03 Identify the special skills needed by the entrepreneur.

10.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

10.01 Define entrepreneurship.
10.02 Describe the importance of entrepreneurship to the American economy.
10.03 List the advantages and disadvantages of business ownership.
10.04 Identify the risks involved in ownership of a business.
10.05 Identify the necessary personal characteristics of a successful entrepreneur.
10.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Business Management and Ownership

CODE NUMBER: Secondary ______ Postsecondary MNA0809

Florida CIP ME06.189900

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ____7-9 ____9-12 ____Postsecondary Adult Vocational

____ Postsecondary Vocational __X__ Other 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 MKTG MGMT 7
TEACH CDE 7 WHOLESAL 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as sales managers, wholesale and retail (20020800), managers, store (20061612), buyer-assistants, buyers, managers-merchandise, owner-managers, or entrepreneurs or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of selling, buying, transporting, storing, advertising, displaying and financing the marketing of goods and services.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Simulated activities should be provided to provide students the opportunity to master management skills.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 7.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 540 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations necessary for success in management and ownership positions.
02. Demonstrate the ability to communicate skillfully.
03. Develop a business plan.
04. Obtain technical assistance.
05. Plan the marketing strategy.
06. Locate the business.
07. Finance the business.
08. Deal with legal issues.
09. Comply with governmental regulations.
10. Manage the business.
11. Manage human resources.
12. Promote the business.

13. Manage sales.
14. Keep business records.
15. Manage finances.
16. Manage customer credit and collections.
17. Protect the business.
18. Demonstrate employability skills.
19. Identify, analyze and recommend a solution(s) to a current business problem.
20. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ________

PROGRAM TITLE: Business Management and Ownership POSTSECONDARY NUMBER: MNA0809

01.0 DEMONSTRATE THE HUMAN RELATIONS NECESSARY FOR SUCCESS IN MANAGEMENT AND OWNERSHIP POSITIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Develop and demonstrate the unique human relations skills needed to successfully manage a marketing business designated as a career choice.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communications plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 DEVELOP A BUSINESS PLAN--The student will be able to:

03.01 Recognize how a business plan contributes to entrepreneurship.
03.02 Review the questions that should be answered in a business plan.

04.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

04.01 Identify the technical assistance needed by entrepreneurs.
04.02 Determine what technical assistance you need.

05.0 PLAN THE MARKETING STRATEGY--The student will be able to:

05.01 Explain the "market-oriented" approach to planning.
05.02 List the controllable factors in each element of the marketing mix.
05.03 Justify the use of market information and market research in planning.
05.04 Develop a procedure for identifying target markets and developing marketing mix.
05.05 Outline a marketing plan.

06.0 LOCATE THE BUSINESS--The student will be able to:

06.01 Identify factors that should be considered when selecting sites for specific types of businesses (retail, manufacturing, wholesale, service).
06.02 Identify resources available to help entrepreneurs make site selections.
06.03 Identify factors that should be considered when analyzing a geographic area as a possible location for a business.
06.04 Determine the steps involved in selecting a business site.
06.05 Discuss the factors considered in property appraisal.

07.0 FINANCE THE BUSINESS--The student will be able to:

07.01 Explain how to determine the different types of costs that must be considered when starting a new business.
07.02 Compare the advantages and disadvantages of the various sources of financing for a new business.
07.03 Describe the sources of loans that may be available for financing a new business.
07.04 Describe the infotmation that must be provided in a loan application package.
07.05 Explain the criteria used by lending institutions to evaluation loan applicants.

Business Management and Ownership - Continued

08.0 DEAL WITH LEGAL ISSUES--The student will be able to:

08.01 Describe the major legal issues faced by entrepreneurs.
08.02 Determine when and how to obtain assistance with legal issues.

08.04 Identify the major rights and responsibilities of lessees and lessors.
08.05 Identify special contracts used by entrepreneurs (mortgage vs. deeds of trust, credit sales contract, and long-term sales contract).

09.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

09.01 Identify areas of government regulation that should be considered in a business plan.
09.02 Compile a list of appropriate governmental agencies concerned with regulations, licenses, and permits.

10.0 MANAGE THE BUSINESS--The student will be able to:

10.01 Use the decision-making process to make business decisions.
10.02 Identify steps in the planning process.
10.03 Identify organizational tools for a small business.
10.04 Identify control procedures that can be used by a business.
10.05 Identify time management techniques.

11.0 MANAGE HUMAN RESOURCES--The student will be able to:

11.01 Identify the steps involved in hiring employees.
11.02 Describe the procedures for developing a training program.
11.03 Explain various styles of management.
11.04 Describe various techniques that may be used to supervise and motivate employees.
11.05 Describe various methods for communicating with employees.
11.06 Discuss various alternatives for evaluating employee performance.
11.07 Identify the steps in developing a comprehensive employee compensation package.

12.0 PROMOTE THE BUSINESS--The student will be able to:

12.01 Develop promotional skills.
12.02 Describe advertising and sales promotion techniques.
12.03 Identify cost factors in the selection of alternative promotional methods.
12.04 Identify sources of promotional assistance and information.
12.05 Identify the objectives of a public relations program.

13.0 MANAGE SALES--The student will be able to:

13.01 List sources of product/service information.
13.02 Describe customer buying motives.
13.03 List and discuss the basic types of customers to which your business will appeal.
13.04 Demonstrate the process of selling.
13.05 Discuss sources for finding new customers.

14.0 KEEP THE BUSINESS RECORDS--The student will be able to:

14.01 Identify the sources of assistance in recordkeeping.
14.02 Identify the types of data that can be provided by recordkeeping.
14.03 Describe the uses and types of journals and ledgers.
14.04 Describe various types of business records.

15.0 MANAGE FINANCES--The student will be able to:

15.01 Identify various components of balance sheet reports.
15.02 Identify terms/concepts commonly used on small business balance sheets.
15.03 Identify various components of profit and loss statements.
15.04 Analyze uses of various depreciation schedules.
15.05 Describe how to prepare a cash forecast.

16.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

16.01 Identify techniques of setting credit limits for credit customers.

16.02 Explain the types of information to be included in a credit record for an individual customer.
16.03 Describe how an average accounts receivable collection period can be calculated.
16.04 Describe how an average accounts receivable collection period can be used to identify credit problems in a business.
16.05 Describe the format that could be used to design an accounts receivable aging system.
16.06 Identify and discuss effective internal credit collection procedures.
16.07 Identify and discuss effective external credit collection procedures.
16.08 Identify and discuss common attitudinal problems managers have about credit collections.

17.0 PROTECT THE BUSINESS--The student will be able to:

17.01 Identify various protective measures that can be used to minimize shoplifting.
17.02 Identify procedures that can be used to reduce the amount of losses from theft.
17.03 Identify procedures that can be used to reduce the amount of bad check losses.
17.04 Identify how to secure business premises against burglary and robbery.
17.05 Identify proper procedures for guarding cash.
17.06 Identify the different types of business insurance policies available.

18.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

18.01 Conduct a job search.
18.02 Secure information about a job.
18.03 Identify documents that may be required when applying for a job.
18.04 Complete a job application form correctly.
18.05 Demonstrate competence in job interview techniques.
18.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
18.07 Identify acceptable work habits.
18.08 Demonstrate knowledge of how to make job changes appropriately.
18.09 Demonstrate acceptable employee health habits.

19.0 IDENTIFY, ANALYZE AND RECOMMEND A SOLUTION(S) TO A CURRENT BUSINESS PROBLEM--The student will be able to:

19.01 Identify a current business problem.
19.02 Secure data about the problem.
19.03 Describe the nature of the problem.
19.04 Explain the causes of the problem.
19.05 Identify the procedures that may be used to reduce or eliminate the causes of the problem.
19.06 Write a summary report that when implemented will improve the problem situation.

20.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

20.01 Demonstrate data entry procedures.
20.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
20.03 Demonstrate marketing spreadsheet data entry and output procedures.
20.04 Demonstrate marketing spreadsheet data decision making skills.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Business Ownership

CODE NUMBER: Secondary 8812000 Postsecondary MNA0091

Florida CIP ME06.180200

SECONDARY SCHOOL CREDITS 1 COLLEGE CREDITS ____ POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____7-9 ____9-12 ____Postsecondary Adult Vocational

____Postsecondary Vocational ____Other 12, 30,31

CERTIFICATION COVERAGE: SECONDARY: RETAILING 7 TEACH CDE 7 DIST ED 7 WHOLESAL 7 POSTSECONDARY: Also, MKTG MGMT 7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to introduce students to the concept of entrepreneurship, present entrepreneurship as a career path that is worthy of consideration, provide students with the skills needed to realistically evaluate their potential as a business owner and develop the fundamental knowledge and skills necessary to start and operate their own business.

The content includes the essential competencies required to operate a small business.

II. **LABORATORY ACTIVITIES:** Simulated business planning and operation of a simulated business are an important part of the instruction of this course.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional course.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

When the cooperative method of instruction is used, steps should be taken to insure that each student in the Business Ownership course receives on-the-job experiences designed to develop entrepreneurial management level competencies. The student should not be limited to management level employment. The intent is to provide opportunities for the student to be exposed to management level decision making by participating in the process as much as possible. The cooperative development of the student training plan to include entrepreneurial tasks is essential to assure the success of the student in the accomplishment of the objectives of the course.

If this program is offered for 450 hours or more, in accordance with Section 240.149 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 7.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 150 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Explain the concept and importance of entrepreneurship..
02. Determine the advantages and disadvantages of becoming an entrepreneur.
03. Evaluate their potential as entrepreneurs.
04. List the components of a business plan and understand how such a plan contributes to small business success.
05. Identify the factors that should be considered in determining the location of a business.
06. Develop a marketing strategy for a small business.
07. Develop a financial plan for a small business.
08. Determine how to obtain financing and select the type of ownership for a business.
09. Exhibit the knowledge of how to market a product/service.
10. Explain the role of management the entrepreneur must assume in the operation of a small business.
11. Plan, develop and operate a simulated business.
12. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS
PROGRAM AREA: Marketing
PROGRAM TITLE: Business Ownership

EFFECTIVE DATE: July, 1988
SECONDARY NUMBER: 8812000
POSTSECONDARY NUMBER: MNA0091

01.0 EXPLAIN THE CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:

01.01 Define entrepreneurship.
01.02 Define entrepreneurs.
01.03 Discuss the importance of entrepreneurships to the American economy.

02.0 DETERMINE THE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:

02.01 List the advantages of ownership of a small business.
02.02 List the disadvantages of ownership of a small business.
02.03 Identify the risks involved in ownership of a small business.

03.0 EVALUATE THEIR POTENTIAL AS ENTREPRENEURS--The student will be able to:

03.01 Identify the necessary personal qualities of the successful entrepreneur.
03.02 Identify the business/management skills needed to operate a small business efficiently and effectively.

04.0 LIST THE COMPONENTS OF A BUSINESS PLAN AND UNDERSTAND HOW SUCH A PLAN CONTRIBUTES TO SMALL BUSINESS SUCCESS--The student will be able to:

04.01 Identify the components of a business plan.
04.02 Discuss the importance of a "business plan."
04.03 Complete a business plan worksheet.

05.0 IDENTIFY THE FACTORS THAT SHOULD BE CONSIDERED IN DETERMINING THE LOCATION OF A BUSINESS--The student will be able to:

05.01 Discuss the factors to be considered when selecting the city or town.
05.02 Discuss the factors to be considered when choosing an area of the city or town.
05.03 Discuss the factors to be considered when pinpointing a specific site.
05.04 Discuss the factors to be considered when evaluating a specific building.

06.0 DEVELOP A MARKETING STRATEGY FOR A SMALL BUSINESS--The student will be able to:

06.01 Define and develop a customer profile.
06.02 Explain the importance of "store image."
06.03 Explain the importance of determining a "price line."
06.04 Explain the importance of determining a "product policy."
06.05 Explain the importance of determining a "customer service policy."
06.06 Develop a marketing plan for a simulated business.

07.0 DEVELOP A FINANCIAL PLAN FOR A SMALL BUSINESS--The student will be able to:

07.01 Define capital and estimate the dollar amount needed to open a business.
07.02 Project monthly and annual business income for the first year of operation.
07.03 Estimate annual and monthly cash flow for the first year of operation.
07.04 Calculate the sales volume required for the first year of operation.
07.05 Prepare a statement of opening assets, liabilities, and net worth for your business.
07.06 Prepare a cash flow projection for a simulated business.

08.0 DETERMINE HOW TO OBTAIN FINANCING AND SELECT THE TYPE OF OWNERSHIP FOR A BUSINESS--The student will be able to:

08.01 Identify sources of funds.
08.02 Prepare a loan application
08.03 Identify the types of business ownership.
08.04 Identify the features of each type of business ownership.

09.0 EXHIBIT THE KNOWLEDGE OF HOW TO MARKET A PRODUCT--The student will be able to:

09.01 Define the concept of sales promotion.
09.02 Compare the major methods of sales promotion used by small businesses.
09.03 Discuss the role of advertising in a small business.
09.04 Discuss the role of selling in a small business.
09.05 Justify the importance of a public relations program for a small business.
09.06 Plan the marketing strategy for a simulated business.

10.0 EXPLAIN THE ROLE OF MANAGEMENT THE ENTREPRENEUR MUST ASSUME IN THE OPERATION OF A SMALL BUSINESS--The student will be able to:

10.01 Define and explain the functions of management.
10.02 Define "organizational chart" and explain its importance.
10.03 Discuss the steps in the hiring of employees.
10.04 Discuss the various aspects of supervision of employees.
10.05 Define "control" and explain its importance in operating a business.
10.06 Discuss the relationship of government (federal, state and local) to a small business and give examples of regulations that affect a small business.
10.07 Explain the various types of taxes that affect a small business.
10.08 Identify sources of technical assistance for the small business owner.

11.0 PLAN, DEVELOP AND OPERATE A SIMULATED BUSINESS--The student will be able to:

11.01 Select a business venture.
11.02 Develop a business plan.
11.03 Describe the way the business will operate.

12.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

12.01 Demonstrate data entry procedures.
12.02 Demonstrate merchardising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
12.03 Demonstrate marketing spreadsheet date entry and output procedures.
12.04 Demonstrate marketing spreadsheet data decision making skills.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Cashier

CODE NUMBER: Secondary 8827000 Postsecondary MKA0095

Florida CIP ME08.079901

SECONDARY SCHOOL CREDITS 1 COLLEGE CREDITS ____ POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____7-9 ____9-12 ____Postsecondary Adult Vocational

____ Postsecondary Vocational X Other 10-12, 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as cashiers (40060800) or to provide supplemental training for persons previously or currently employed in this occupation.

The content includes, but is not limited to, handling merchandise, customer relations, operation of sales equipment, responsibilities of employees in business operations, and employability skills.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Equipment should be provided to provide store front end experiences.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 150 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Apply good human relations and communications skills.
02. Perform basic cash register operations.
03. Perform collection of money and change making.
04. Perform stockkeeping and housekeeping duties.
05. Perform customer services.
06. Perform selling skills.
07. Demonstrate employability skills.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing
SECONDARY NUMBER: 8827000
PROGRAM TITLE: Cashier
POSTSECONDARY NUMBER: MKA0095

01.0 APPLY GOOD HUMAN RELATIONS AND COMMUNICATION SKILLS--The student will be able to:

01.01 Demonstrate punctuality, dependability, loyalty, initiative, and honesty.
01.02 Respond positively to constructive criticism by changing behavior.
01.03 Follow store policies and procedures.
01.04 Demonstrate courtesy, tact and listening skills in all work situations.
01.05 Maintain confidentiality regarding company information.
01.06 Write a simple memo legibly.
01.07 Take, confirm, and relay messages in person and by phone.

02.0 PERFORM BASIC CASH REGISTER OPERATIONS--The student will be able to:

02.01 Set up cash register for operation.
02.02 Change register tape.
02.03 Report and record register errors.
02.04 Handle cash register malfunctions.
02.05 Ring up merchandise.
02.06 Differentiate between taxable and non-taxable merchandise.
02.07 Compute sales tax.
02.08 Calculate split prices for group-priced items.
02.09 Weigh catch-weight items.
02.10 Close out register.
02.11 Report suspected cash overages and shortages to head cashier.
02.12 Report to head cashier cash drawer requirements such as cash pickups and change.
02.13 Complete all required reports to supervisor.

03.0 PERFORM COLLECTION OF MONEY AND CHANGE MAKING--The student will be able to:

03.01 Make change and count it out to the customers.
03.02 Process checks according to store policy.
03.03 Prepare sales invoices as documentation for warranties.
03.04 Perform a charge transaction according to store policy.
03.05 Process valid redeemable consumer coupons to reimburse customers accordingly.
03.06 Process food stamps or other similar coupons in payment for acceptable items.
03.07 Issue trading stamps.
03.08 Issue rain checks.
03.09 Perform customer exchanges and refunds according to store policy.
03.10 Compute customer discounts.

04.0 PERFORM STOCKKEEPING AND HOUSEKEEPING DUTIES--The student will be able to:

04.01 Clean checkout counter and equipment.
04.02 Replenish bagging supplies.
04.03 Stock items as assigned by store manager, and replenish as needed.
04.04 Ticket and mark stock or shelves.
04.05 Clean and dust stock.
04.06 Report improper pricing according to store policy.
04.07 Check stock for damage, shortages, spoilage and report such to supervisor.
04.08 Report to supervisor customer requests such as items desired and items discontinued.
04.09 Perform housekeeping duties as required by supervisor.

05.0 PERFORM CUSTOMER SERVICES--The student will be able to:

05.01 Direct customers to various store areas.
05.02 Bag customer purchases and request carry-out assistance.

06.0 PERFORM BASIC SELLING SKILLS--The student will be able to:

06.01 Conduct a sale.
06.02 Supply customers information on advertised items.
06.03 Set up and break down displays.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Conduct a job search.
07.02 Secure information about a job.
07.03 Identify documents that may be required when applying for a job.
07.04 Complete a job application form correctly.
07.05 Demonstrate competence in job interview techniques.
07.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
07.07 Identify acceptable work habits.
07.08 Demonstrate knowledge of how to make job changes appropriately.
07.09 Demonstrate acceptable employee health habits.

CURRICULUM FRAMEWORK	PROGRAM AREA: Marketing
FLORIDA DEPARTMENT OF EDUCATION	EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Fashion Marketing

CODE NUMBER: Secondary 8806000 Postsecondary CTE0990

Florida CIP ME08.010200

SECONDARY SCHOOL CREDITS 2 COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 10-12, 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as salespersons, general merchandise (279.357-054) or to provide supplemental training for persons previously or currently employed in this area.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying and financing goods and services in the fashion marketing industry.

Listed below are the courses that comprise this program when offered at the secondary level:

8806010 Fashion Marketing 1
8806020 Fashion Marketing 2

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. Retail store merchandising activities should be provided.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 300 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01. Demonstrate employability skills.
02. Demonstrate the human relations skills necessary for success in marketing.

03. Utilize effective selling techniques and procedures.
04. Perform merchandising math operations unique to fashion marketing.
05. Demonstrate communications skills.
06. Demonstrate merchandising skills.
07. Practice marketing operational techniques.
08. Apply product and service technology.
09. Demonstrate basic economic principles.
10. Plan a career objective in the field of fashion marketing.
11. Demonstrate management/entrepreneurship skills.
12. Demonstrate an understanding of entrepreneurship.
13. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: 8806000

PROGRAM TITLE: Fashion Marketing POSTSECONDARY NUMBER: CTE0990

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Conduct a job search.
- 01.02 Secure information about a job.
- 01.03 Identify documents that may be required when applying for a job.
- 01.04 Complete a job application form correctly.
- 01.05 Demonstrate competence in job interview techniques.
- 01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
- 01.07 Identify acceptable work habits.
- 01.08 Demonstrate knowledge of how to make job changes appropriately.
- 01.09 Demonstrate acceptable employee health habits.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING--The student will be able to:

- 02.01 Develop and use a personality inventory for personal improvement.
- 02.02 Exhibit the ability to get along with others.
- 02.03 Exhibit courtesy to customers, co-workers and supervisors.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 03.01 Demonstrate an effective sales presentation, to include steps of a sale; consumer buying motives; types of approaches such as greeting, merchandise and service; proper time to approach a customer to open a sale; and feature-benefit analysis.
- 03.02 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
- 03.03 Demonstrate the proper way to fold, wrap and bag merchandise after a sale.

04.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FASHION MARKETING--The student will be able to:

- 04.01 Perform addition, subtraction, multiplication and division.
- 04.02 Complete problems using percentages, decimals, and fractions as in sales transactions.
- 04.03 Demonstrate procedures for making change, as in preparing a bank for opening or closing a terminal.
- 04.04 Demonstrate procedures for accepting and approving a check as part of a sales transaction.
- 04.05 Calculate markdown on merchandise.
- 04.06 Calculate markup on merchandise.
- 04.07 Complete problems on pricing, such as fixed or variable pricing, odd-cent pricing, and loss leader pricing.
- 04.08 Calculate turnover.
- 04.09 Calculate discounts and terms of sales on an invoice.

05.0 DEMONSTRATE COMMUNICATIONS SKILLS--The student will be able to:

- 05.01 Demonstrate telephone etiquette.
- 05.02 Speak effectively to customers, co-workers, supervisors and vendors, using proper grammar and terminology.
- 05.03 Demonstrate good listening skills.
- 05.04 Write a business letter to a vendor or other business contact.
- 05.05 Conduct a meeting utilizing parliamentary procedure.

06.0 DEMONSTRATE MERCHANDISING SKILLS--The student will be able to:

- 06.01 Perform basic stockkeeping techniques, such as sorting by color, size and/or classification; using the appropriate hanger; and cleaning merchandise fixtures.
- 06.02 Demonstrate initiative in maintaining stock, as in tasks such as rehanging merchandise, studying hangtags, and restocking merchandise.
- 06.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
- 06.04 Take merchandise inventory.
- 06.05 Assist in the planning and presentation of fashion shows, including steps, purposes and types of shows.

06.06 Assist in the preparation of merchandise displays, including design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate display for given types of merchandise.
06.07 Plan a promotional campaign for an apparel/accessory item or line, to include types of media, promotional mix and evaluation of effectiveness.

07.0 PRACTICE MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

07.01 Practice accident prevention in work situations.
07.02 Demonstrate receiving/checking techniques.
07.03 Demonstrate techniques in preventing security problems, such as correct procedures for apprehending shoplifters.

08.0 APPLY PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

08.01 Demonstrate appropriate techniques and terminology for selling apparel and accessories merchandise.
08.02 Demonstrate fashion principles in the merchandising of apparel and accessories, to include principles such as consumers' influence on fashion through acceptance or rejection of offered styles, fashions' independence from price, fashions' evolutionary nature rather than revolutionary nature, lack of influence of sales promotion on the directions in which fashion moves, and the principle that all fashions end in excess.
08.03 Identify different types of fabric construction.
08.04 Identify natural and man-made materials utilized in apparel and accessories, including finishes and care techniques.
08.05 Demonstrate fitting procedures with attention to different figure types and appropriate color and design principles and elements.
08.06 Identify designers who have had a major influence on fashion.
08.07 Identify past, present and future styles of apparel and accessories.
08.08 Explain the importance of brand names in marketing fashion apparel and accessories.

09.0 DEMONSTRATE BASIC ECONOMIC PRINCIPLES--The student will be able to:

09.01 Describe the channels of distribution.
09.02 Explain the role of marketing in the free enterprise system.
09.03 Explain the role of the profit motive in the marketing of apparel and accessories.
09.04 Identify the functions of marketing.
09.05 Explain the elements in the marketing mix, including price, product, promotion and place.
09.06 Identify current trends that have developed in fashion marketing in the past ten years, including fashion cycle, forecasting, and the importance of these trends on fashion merchandising.
09.07 Describe the concept "supply and demand."

10.0 PLAN A CAREER OBJECTIVE IN THE FIELD OF FASHION MARKETING--The student will be able to:

10.01 Develop a plan for seeking a specific career in fashion marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
10.02 Demonstrate the competencies required at entry level in a chosen fashion marketing position.

11.0 DEMONSTRATE MANAGEMENT/ENTREPRENEURSHIP SKILLS--The student will be able to:

11.01 Describe basic types of retail business ownership.
11.02 Develop a plan to establish and open a fashion business.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

12.01 Define entrepreneurship.
12.02 Describe the importance of entrepreneurship to the American economy.
12.03 List the advantages and disadvantages of business ownership.
12.04 Identify the risks involved in ownership of a business.
12.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

13.0 OPERATE COMPUTERS UTILIZING MARKETING SOFTWARE--The student will be able to:

13.01 Demonstrate date entry procedures.
13.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice etc.
13.03 Demonstrate marketing spreadsheet data entry and output procedures.
13.04 Demonstrate marketing spreadsheet data decision making skills.

STUDENT PERFORMANCE STANDARDS | EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing | COURSE CREDIT: 1
PROGRAM TITLE: Fashion Marketing | PROGRAM NUMBER: 8806000
COURSE TITLE: Fashion Marketing 1 | COURSE NUMBER: 8806010

COURSE DESCRIPTION:

This course provides instruction for entry-level employment in the fashion industry. The content includes orientation to employment skills, selling, human relations, fashion show production communications, and career planning as related to the fashion industry.

01.0 DEMONSTRATE BASIC EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge of how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Develop and use a personality inventory for personal improvement.
02.02 Exhibit the ability to get along with others.
02.03 Exhibit courtesy to customers, co-workers and supervisors.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Demonstrate an effective sales presentation, to include steps of a sale; consumer buying motives; types of approaches such as greeting, merchandise and service; proper time to approach a customer to open a sale; and feature-benefit analysis.
03.02 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
03.03 Demonstrate the proper way to fold, wrap and bag merchandise after a sale.

04.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FASHION MARKETING--The student will be able to:

04.01 Perform addition, subtraction, multiplication and division.
04.02 Complete problems using percentages, decimals, and fractions as in sales transactions.
04.03 Demonstrate procedures for making change, as in preparing a bank for opening or closing a terminal.
04.04 Demonstrate procedures for accepting and approving a check as part of a sales transaction.

05.0 DEMONSTRATE COMMUNICATION SKILLS--The student will be able to:

05.01 Demonstrate telephone etiquette.
05.02 Speak effectively to customers, co-workers, supervisors and vendors, using proper grammar and technology.
05.03 Demonstrate good listening skills.
05.04 Write a business letter to a vendor or other business contact.
05.05 Conduct a meeting utilizing parliamentary procedure.

06.0 DEMONSTRATE MERCHANDISING SKILLS--The student will be able to:

06.01 Perform basic stockkeeping techniques, such as sorting by color, size and/or classification; using the appropriate hanger; and cleaning merchandise fixtures.
06.02 Demonstrate initiative in maintaining stock, as in tasks such as rehanging merchandise, studying hangtags, and restocking merchandise.

Fashion Marketing 1 - Continued

06.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
06.04 Take merchandise inventory.

07.0 PRACTICE MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

07.01 Practice accident prevention in work situations.
07.02 Demonstrate receiving/checking techniques.
07.03 Demonstrate techniques in preventing security problems, such as correct procedures for apprehending shoplifters.

08.0 APPLY PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

08.01 Demonstrate appropriate techniques and terminology for selling apparel and accessories merchandise.

09.0 DEMONSTRATE BASIC ECONOMIC PRINCIPLES--The student will be able to:

09.01 Describe the channels of distribution.
09.02 Explain the role of marketing in the free enterprise system.
09.03 Explain the role of the profit motive in the marketing of apparel and accessories.

10.0 PLAN A CAREER OBJECTIVE IN THE FIELD OF FASHION MARKETING--The student will be able to:

10.01 Develop a plan for seeking a specific career in fashion marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
10.02 Demonstrate the competencies required at entry level in a chosen fashion marketing position.

STUDENT PERFORMANCE STANDARDS

EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing

COURSE CREDIT: 1

PROGRAM TITLE: Fashion Marketing

PROGRAM NUMBER: 8806000

COURSE TITLE: Fashion Marketing 2

COURSE NUMBER: 8806020

COURSE DESCRIPTION:

This course provides instruction for advancement to positions above the entry-level employment. The content includes merchandising techniques, marketing math operations, entrepreneurship, designers, terminology and career planning as related to the fashion industry.

04.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FASHION MARKETING--The student will be able to:

04.05 Calculate markdown on merchandise.
04.06 Calculate markup on merchandise.
04.07 Complete problems on pricing, such as fixed or variable pricing, odd-cent pricing, and loss leader pricing.
04.08 Calculate turnover.
04.09 Calculate discounts and terms of sale on an invoice.

06.0 DEMONSTRATE MERCHANDISING SKILLS--The student will be able to:

06.05 Assist in the planning and presentation of fashion shows, including steps, purposes and types of shows.
06.06 Assist in the preparation of merchandise displays, including design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate display for given types of merchandise.
06.07 Plan a promotional campaign for an apparel/accessory item or line, to include types of media, promotional mix and evaluation of effectiveness.

08.0 APPLY PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

08.02 Demonstrate fashion principles in the merchandising of apparel and accessories, to include principles such as consumers' influence on fashion through acceptance or rejection of offered styles, fashions' independence from price, fashions' evolutionary nature rather than revolutionary nature, lack of influence of sales promotion on the directions in which fashion moves, and the principle that all fashions end in excess.
08.03 Identify different types of fabric construction.
08.04 Identify natural and man-made materials utilized in apparel and accessories, including finishes and care techniques.
08.05 Demonstrate fitting procedures with attention to different figure types and appropriate color and design principles and elements.
08.06 Identify designers who have had a major influence on fashion.
08.07 Identify past, present and future styles of apparel and accessories.
08.08 Explain the importance of brand names in marketing fashion apparel and accessories.

09.0 DEMONSTRATE BASIC ECONOMIC PRINCIPLES--The student will be able to:

09.04 Identify the functions of marketing.
09.05 Explain the elements in the marketing mix, including price, product, promotion and place

09.06 Identify current trends that have developed in fashion marketing in the past ten years, including fashion cycle, forecasting, and the importance of these trends on fashion merchandising.
09.07 Describe the concept "supply and demand."

11.0 DEMONSTRATE MANAGEMENT/ENTREPRENEURSHIP SKILLS--The student will be able to:

11.01 Describe basic types of retail business ownership.
11.02 Develop a plan to establish and open a fashion business.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

12.01 Define entrepreneurship.
12.02 Describe the importance of entrepreneurship to the American economy.
12.03 List the advantages and disadvantages of business ownership.
12.04 Identify the risks involved in ownership of a business.
12.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

13.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

13.01 Demonstrate date entry procedures.
13.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice etc.
13.03 Demonstrate marketing spreadsheet data entry and output procedures.
13.04 Demonstrate marketing spreadsheet data decision making skills.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Fashion Marketing Management

CODE NUMBER: Secondary ________ Postsecondary CTE0991

Florida CIP ME08.140101

SECONDARY SCHOOL CREDITS _____ COLLEGE CREDITS _____ POSTSECONDARY ADULT VOCATIONAL CREDITS _____

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

_____ Postsecondary Vocational __X__ Other 30,31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7 MKTG MGMT 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment in the apparel/accessories industry as display managers, department managers, buyers, sales managers, merchandise managers, floor managers, or manager-owners or to provide supplemental training for those persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of the selling, buying, transporting, storing, advertising, displaying and financing goods and services in the fashion marketing industry.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Retail store merchandising activities should be provided.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 900 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of fashion products.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to fashion marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.
10. Demonstrate employability skills.
11. Understand the role of the manager and the entrepreneur.
12. Develop a business plan.

13. Obtain technical assistance.
14. Plan the marketing strategy.
15. Locate the business.
16. Finance the business.
17. Deal with legal issues.
18. Comply with governmental regulations.
19. Manage the business.
20. Manage human resources.
21. Promote the business.
22. Manage sales.
23. Keep business records.
24. Manage finances.
25. Manage customer credit and collections.
26. Protect the business.
27. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER:

PROGRAM TITLE: Fashion Marketing Management POSTSECONDARY NUMBER: CTE0991

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the apparel and accessories industry.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Explain the difference between personal and nonpersonal selling.
03.02 Demonstrate the steps of a sale.
03.03 Recognize consumer buying motives.
03.04 Identify the types of consumer behavior.
03.05 Identify various types of consumer approaches such as greeting, merchandise, and service.
03.06 Determine the proper time to approach a customer to open a sale.
03.07 Identify techniques for handling different customer types: the casual looker, the decided, and undecided customer.
03.08 Develop a written feature-benefit analysis sheet for a product.
03.09 Demonstrate an effective sales presentation.
03.10 Observe, evaluate, and critique a sales demonstration.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FASHION PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.
04.05 Distinguish between the kinds of displays.
04.06 Identify the parts of an advertisement.
04.07 Develop and explain promotional mix.
04.08 Identify the most appropriate display for given types of merchandise.
04.09 Identify the patterns of arrangement in display.
04.10 Identify the major purposes of a fashion show.
04.11 Identify and classify the types of fashion show.
04.12 Develop a fashion show budget.
04.13 Plan garments and accessories for fashion shows.
04.14 Prepare an ad layout.
04.15 Evaluate the effectiveness of an advertisement.
04.16 Apply design principles when analyzing and/or creating a display.
04.17 Draw and label the color wheel.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing in merchandising.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FASHION MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedures for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Demonstrate a knowledge of pricing policies.
06.08 Calculate markup as a percentage of cost.
06.09 Calculate markup as a percentage of retail.
06.10 Calculate markdowns on merchandise.
06.11 Calculate open-to-buy.
06.12 Complete and invoice, purchase order, and packing slip.
06.13 Calculate discount date, due date, and amount of payment on an invoice.
06.14 Calculate shipping terms on an invoice.
06.15 Calculate the amount of merchandise to be recorded utilizing model stocks.
06.16 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Explain the role of marketing in the free enterprise system.
07.02 List and compare the three major types of economic systems.
07.03 Describe the channels of distribution.
07.04 Identify and discuss economic resources.
07.05 Discuss the role of the consumer in the free enterprise system.
07.06 Define the concept "supply and demand."
07.07 Identify and define the functions of marketing.
07.08 Identify and define the four types of product utility.
07.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
07.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.11 Name current trends that have developed in retailing.
07.12 List the major components of GNP.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Describe ways to protect the body from injury on a job.
08.02 Recognize basic safety hazards.
08.03 Practice accident prevention.
08.04 Explain the importance of receiving-checking-marking operations.
08.05 Describe the importance of security.
08.06 Demonstrate an understanding of credit policies and procedures.
08.07 Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.08 Demonstrate an understanding of receiving procedures and practices.
08.09 Demonstrate an understanding of the movement of goods to and from the store.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Demonstrate proficiency in identification of natural and man-made materials utilized in apparel and accessories.
09.02 Demonstrate knowledge of various methods of fabric construction.
09.03 Differentiate between functional and aesthetic finishes.
09.04 Demonstrate the ability to identify various care label instructions and care techniques for apparel and accessories merchandise.
09.05 Identify past, present, and future styles of apparel and accessories.
09.06 Identify customer figure types and appropriate fitting procedures.
09.07 Demonstrate appropriate techniques for selling apparel/accessories merchandise.
09.08 Demonstrate a knowledge of the steps involved in the construction of apparel and accessories merchandise.

09.09 Define basic apparel and accessories terminology.
09.10 Demonstrate an understanding of the fashion principles in the merchandising of apparel and accessories.
09.11 Identify designers who have had a major influence on fashion.
09.12 Explain business ethics as related to the fashion marketing industry.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manage your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEVELOP A BUSINESS PLAN--The student will be able to:

12.01 Identify how the business plan helps the entrepreneur.
12.02 Recognize how a business plan should be organized.
12.03 Identify and use the mechanics for developing a business plan.

13.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

13.01 Prepare for using technical assistance.
13.02 Select professional consultants.
13.03 Work effectively with consultants.

14.0 PLAN THE MARKETING STRATEGY--The student will be able to:

14.01 Use goods classifications and life cycle analyses as planning tools for marketing.
14.02 Develop and modify marketing mixes for a business.
14.03 Use decision-making tools that aid in evaluating marketing activities.
14.04 Evaluate operations to improve decision making about marketing.

15.0 LOCATE THE BUSINESS--The student will be able to:

15.01 Analyze customer transportation, access, parking, and so forth, relative to alternative site locations.
15.02 Complete a location feasibility study for your business.
15.03 Determine the costs of renovating or improving a site for your business.
15.04 Prepare an occupancy contract for your business.

16.0 FINANCE THE BUSINESS--The student will be able to:

16.01 Describe the sources of information available to help in estimating the financing necessary to start your new business.
16.02 Determine the financing necessary to start your new business.
16.03 Prepare a projected profit and loss statement and a projected cash flow statement for your new business.
16.04 Prepare a loan application package.

17.0 DEAL WITH LEGAL ISSUES--The student will be able to:

17.01 Determine your need for legal assistance.
17.02 Select the provisions that you desire in a lease.
17.03 Prepare sales contracts (such as credit sales or long-term sales) that may be utilized in your business.
17.04 Evaluate contracts.
17.05 Determine your needs for protection of ideas and inventions.

18.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

18.01 Appraise the effects of various regulations on your business operations.
18.02 Acquire the information necessary to comply with the various rules and regulations affecting your business.
18.03 Develop policies for your business to comply with government rules and regulations.

19.0 MANAGE THE BUSINESS--The student will be able to:

19.01 Plan goals and objectives for a business.
19.02 Diagram the organizational structure for a business.
19.03 Establish control practices and procedures for a business.

20.0 MANAGE HUMAN RESOURCES--The student will be able to:

20.01 Write a job description for a position in your business.
20.02 Develop a training program outline for employees.
20.03 Develop a list of personnel policies for employees in your business.
20.04 Develop an outline for an employee evaluation system.
20.05 Plan a corrective interview with an employee concerning a selected problem.

21.0 PROMOTE THE BUSINESS--The student will be able to:

21.01 Create a long-term promotional plan.
21.02 Describe the techniques used to prepare advertising and promotion.
21.03 Analyze competitive promotional activities.
21.04 Evaluate promotional effectiveness.
21.05 Plan a community relations program.

22.0 MANAGE SALES--The student will be able to:

22.01 Develop a sales plan for your business.
22.02 Develop policies and procedures for serving your customers.
22.03 Develop a plan for training and motivating salespeople.

23.0 KEEP BUSINESS RECORDS--The student will be able to:

23.01 Determine who will keep the books for your business and how they will be maintained.
23.02 Describe double-entry bookkeeping.
23.03 Select the types of journals and ledgers that you will use in your business.
23.04 Identify the types of records that you will use in your business to record sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
23.05 Evaluate your business records.
23.06 Identify how a microcomputer may be used to keep the business records.

24.0 MANAGE FINANCES--The student will be able to:

24.01 Explain the importance of cash flow management.
24.02 Identify financial control procedures.
24.03 Describe how to find cash flow patterns.
24.04 Analyze trouble spots in financial management.
24.05 Describe how to prepare an owner's equity financial statement.
24.06 Describe how to compute various financial ratios.
24.07 Analyze financial management ratios applicable to a small business.
24.08 Identify the components of a break-even analysis.
24.09 Compute and analyze break-even point problems.
24.10 Review microcomputer applications for financial management.

25.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

25.01 Analyze the legal rights and recourse of credit grantors.
25.02 Develop a series of credit collection reminder letters and follow-up activities.
25.03 Develop various credit and collection policies.
25.04 Prepare a credit promotion plan.
25.05 Discuss informational resources and systems that apply to credit and collection procedures.

26.0 PROTECT THE BUSINESS--The student will be able to:

26.01 Prepare policies for your firm that will help minimize losses due to: employee theft, vendor theft, bad checks, shoplifting, robbery, injury, and product liability.
26.02 Determine the kinds, amount, and cost of insurance needed by your firm.

27.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

27.01 Demonstrate date entry procedures.
27.02 Demonstrate merchandising math date entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice etc.
27.03 Demonstrate marketing spreadsheet data entry and output procedures.
27.04 Demonstrate marketing spreadsheet data decision making skills.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Finance and Credit Services Marketing

CODE NUMBER: Secondary 8815000 Postsecondary FIN0320

Florida CIP ME08.040100

SECONDARY SCHOOL CREDITS 3 COLLEGE CREDITS ____ POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____ 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

____ Postsecondary Vocational X Other 10-12, 30,31

CERTIFICATION COVERAGE: BANK FINC 7 TEACH CDE 7 DIST ED 7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as new account tellers (40060201), tellers (211,362-018), customer account clerks, and safe deposit clerks or to provide supplemental training for persons previously or currently employed in these occupations.

Listed below are the courses that comprise this program when offered at the secondary level:

8815010	Finance and Credit Services Marketing 1
8815020	Finance and Credit Services Marketing 2
8815030	Finance and Credit Services Marketing 3

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. Industry specific equipment should be utilized for each job for which the student receives instruction.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 7.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 450 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in finance and credit occupations.
02. Demonstrate the ability to communicate skillfully.

03. Utilize effective cross selling techniques and procedures for financial services.
04. Demonstrate knowledge of the history, growth and structure of the financial industry.
05. Understand terminology unique to the finance and credit industry.
06. Demonstrate knowledge of basic functions of financial institutions.
07. Demonstrate employability skills.
08. Demonstrate security procedures and detection of fraud.
09. Demonstrate basic skills for performing functions of entry level positions in financial institutions.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: 8815000

PROGRAM TITLE: Finance and Credit Services Marketing
POSTSECONDARY NUMBER: FIN0320

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FINANCE AND CREDIT OCCUPATIONS--The student will be able to:

01.01 Develop the ability to know themselves.
01.02 Demonstrate a positive mental attitude.
01.03 Exhibit interest and enthusiasm.
01.04 Exhibit punctuality and dependability.
01.05 Demonstrate the traits of being industrious and cooperative.
01.06 Demonstrate sincerity, patience, courtesy and tact.
01.07 Demonstrate the willingness to assume responsibility for one's actions.
01.08 Demonstrate the willingness to assume job responsibilities.
01.09 Accept criticism and use it constructively.
01.10 Develop the ability to handle negative customer/co-worker situations.
01.11 Develop ability to exhibit friendliness, combined with a professional, businesslike approach.
01.12 Exhibit good grooming, neatness and cleanliness.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Demonstrate effective telephone usage and courtesy.
02.02 Give oral reports to demonstrate the ability to effectively express oneself before a group.
02.03 Demonstrate good customer communications through role playing.

03.0 UTILIZE EFFECTIVE CROSS SELLING TECHNIQUES AND PROCEDURES FOR FINANCIAL SERVICES--The student will be able to:

03.01 Explain the importance of cross selling.
03.02 Demonstrate how to sell other bank services.
03.03 Demonstrate a knowledge of all services offered by financial institutions.

04.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY, GROWTH AND STRUCTURE OF THE FINANCIAL INDUSTRY--The student will be able to:

04.01 Demonstrate a knowledge of the evolution of American Banking.
04.02 Identify major acts and important regulations resulting from the growth and changes in financial institutions.
04.03 Explain the similarities and differences in the financial institutions and other businesses that offer financial services.

05.0 UNDERSTAND TERMINOLOGY UNIQUE TO THE FINANCE AND CREDIT INDUSTRY--The student will be able to:

05.01 Understand and use terminology as it applies to the finance and credit industry.
05.02 Know how to communicate with a customer without using confusing terminology.

06.0 DEMONSTRATE KNOWLEDGE OF BASIC FUNCTIONS OF FINANCIAL INSTITUTIONS--The student will be able to:

06.01 Name the three basic functions of a financial institution.
06.02 Explain the most important function of the three and why each of the two other functions depend on it.
06.03 Discuss which department and employees are responsible for the different functions.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Conduct a job search.
07.02 Secure information about a job.
07.03 Identify documents that may be required when applying for a job.
07.04 Complete a job application form correctly.

07.05 Demonstrate competence in job interview techniques.
07.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
07.07 Identify acceptable work habits.
07.08 Demonstrate knowledge of how to make job changes appropriately.
07.09 Demonstrate acceptable employee health habits.

08.0 DEMONSTRATE SECURITY PROCEDURES AND DETECTION OF FRAUD--The student will be able to:

08.01 Demonstrate procedures bank employees would use during and after a robbery.
08.02 Demonstrate security procedures.

09.0 DEMONSTRATE BASIC SKILLS FOR PERFORMING FUNCTIONS OF ENTRY LEVEL POSITIONS IN FINANCIAL INSTITUTIONS--The student will be able to:

09.01 Demonstrate counting and strapping of coin and currency.
09.02 Demonstrate use of a teller machine.
09.03 Explain the types of endorsements and why they are important.
09.04 Perform basic teller functions--cashing checks, accepting straight deposits and split deposits.
09.05 Demonstrate knowledge of balancing a cash drawer.
09.06 Know how to detect counterfeit currency and the procedure for reporting it.
09.07 Perform other special services such as issue Cashier's Checks, issuing and redeeming Savings Bonds, Money Orders, Traveler's Checks, Bank Drafts, payments and cash advances on charge cards.
09.08 Demonstrate security precautions and methods used to deter bank fraud.
09.09 Demonstrate procedure to use during and after a robbery.

Bookkeeping

09.10 Balance a customer's checkbook, detecting customer and/or bank errors.
09.11 Locate information on a customer's account and explain what information is to be given over the phone and to whom it can be given.
09.12 Explain the routing system for payment of a check.
09.13 Explain the functions and purpose of the Federal Reserve System.
09.14 Demonstrate how to place a stop payment and hold on customer's account.
09.15 Demonstrate procedures to use in cross selling.
09.16 Demonstrate procedure for opening new accounts.
09.17 Demonstrate procedure to close accounts.

Safe Deposit Clerk

09.18 Perform the steps necessary for issuing a safe deposit box.
09.19 State bank policies and state regulations regarding safe deposit boxes.
09.20 Explain procedures for granting access to a safe deposit box.

Proof Operator

09.21 Operate single or multipocket proof machine.
09.22 Prepare customer corrections for mailing.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing COURSE CREDIT: 1

PROGRAM TITLE: Finance and Credit Services Marketing PROGRAM NUMBER: 8815000

COURSE TITLE: Finance and Credit Services Marketing 1 COURSE NUMBER: 8815010

COURSE DESCRIPTION:

This course presents basic topics in Macro and Micro economics, and the principles and practices of banking and credit in the United States. Additional emphasis is placed on money, credit and banking, economic growth and stability, taxation and budgeting, labor management relations and international trade. The students become familiar with the major functions of banks and other financial intermediaries, central banking by the Federal Reserve System and modern trends in the banking industry. The students are introduced to credit functions, principles of credit risk evaluation, loan creation and debt collection.

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FINANCE AND CREDIT OCCUPATIONS--The student will be able to:

01.01 Develop the ability to know themselves.
01.02 Demonstrate a positive mental attitude.
01.03 Exhibit interest and enthusiasm.
01.04 Exhibit punctuality and dependability.
01.05 Demonstrate the traits of being industrious and cooperative.
01.06 Demonstrate sincerity, patience, courtesy and tact.
01.07 Demonstrate the willingness to assume responsibility for one's actions.
01.08 Demonstrate the willingness to assume job responsibilities.
01.09 Accept criticism and use it constructively.
01.10 Develop the ability to handle negative customer/co-worker situations.
01.11 Develop ability to exhibit friendliness, combined with a professional, businesslike approach.
01.12 Exhibit good grooming, neatness and cleanliness.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Demonstrate effective telephone usage and courtesy.
02.02 Give oral reports to demonstrate the ability to effectively express oneself before a group.
02.03 Demonstrate good customer communications through role playing.

03.0 UTILIZE EFFECTIVE CROSS SELLING TECHNIQUES AND PROCEDURES FOR FINANCIAL SERVICES--The student will be able to:

03.01 Explain the importance of cross selling.
03.02 Demonstrate how to sell other bank services.
03.03 Demonstrate a knowledge of all services offered by financial institutions.

04.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY, GROWTH AND STRUCTURE OF THE FINANCIAL INDUSTRY--The student will be able to:

04.01 Demonstrate a knowledge of the evolution of American Banking.
04.02 Identify major acts and important regulations resulting from the growth and changes in financial institutions.
04.03 Explain the similarities and differences in the financial institutions and other businesses that offer financial services.

05.0 UNDERSTAND TERMINOLOGY UNIQUE TO THE FINANCE AND CREDIT INDUSTRY--The student will be able to:

05.01 Understand and use terminology as it applies to the finance and credit industry.
05.02 Know how to communicate with a customer without using confusing terminology.

06.0 DEMONSTRATE KNOWLEDGE OF BASIC FUNCTIONS OF FINANCIAL INSTITUTIONS--The student will be able to:

06.01 Name the three basic functions of a financial institution.

06.02 Explain the most important function of the three and why each of the two other functions depend on it.
06.03 Discuss which department and employees are responsible for the different functions.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Conduct a job search.
07.02 Secure information about a job.
07.03 Identify documents that may be required when applying for a job.
07.04 Compete a job application form correctly.
07.05 Demonstrate competence in job interview techniques.
07.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
07.07 Identify acceptable work habits.
07.08 Demonstrate knowledge of how to make job changes appropriately.
07.09 Demonstrate acceptable employee health habits.

STUDENT PERFORMANCE STANDARDS — EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing — COURSE CREDIT: 1

PROGRAM TITLE: Finance and Credit Services Marketing — PROGRAM NUMBER: 8815000

COURSE TITLE: Finance and Credit Services Marketing 2 — COURSE NUMBER: 8815020

COURSE DESCRIPTION:

This course develops an awareness of the need for care and organization in planning for the wise use of economic resources and financial products available through a study of savings, credit, insurance, banking and financial products. The student explores alternative strategies to achieve financial goals. The student is provided with the concepts needed to understand commercial consumer credit functions and basic operations. The students are made aware of the career opportunities offered by lending institutions.

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FINANCE AND CREDIT OCCUPATIONS--The student will be able to:

01.01 Develop the ability to know themselves.
01.02 Demonstrate a positive mental attitude.
01.03 Exhibit interest and enthusiasm.
01.04 Exhibit punctuality and dependability.
01.05 Demonstrate the traits of being industrious and cooperative.
01.06 Demonstrate sincerity, patience, courtesy and tact.
01.07 Demonstrate the willingness to assume responsibility for one's actions.
01.08 Demonstrate the willingness to assume job responsibilities.
01.09 Accept criticism and use it constructively.
01.10 Develop the ability to handle negative customer/co-worker situations.
01.11 Develop ability to exhibit friendliness, combined with a professional, businesslike approach.
01.12 Exhibit good grooming, neatness and cleanliness.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Demonstrate effective telephone usage and courtesy.
02.02 Give oral reports to demonstrate the ability to effectively express oneself before a group.
02.03 Demonstrate good customer communications through role playing.

03.0 UTILIZE EFFECTIVE CROSS SELLING TECHNIQUES AND PROCEDURES FOR FINANCIAL SERVICES--The student will be able to:

03.01 Explain the importance of cross selling.
03.02 Demonstrate how to sell other bank services.
03.03 Demonstrate a knowledge of all services offered by financial institutions.

04.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY, GROWTH AND STRUCTURE OF THE FINANCIAL INDUSTRY--The student will be able to:

- 04.03 Explain the similarities and differences in the financial institutions and other businesses that offer financial services.

05.0 UNDERSTAND TERMINOLOGY UNIQUE TO THE FINANCE AND CREDIT INDUSTRY--The student will be able to:

- 05.01 Understand and use terminology as it applies to the finance and credit industry.
- 05.02 Know how to communicate with a customer without using confusing terminology.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
COURSE CREDIT: 1

PROGRAM TITLE: Finance and Credit Services Marketing
PROGRAM NUMBER: 8815000

COURSE TITLE: Finance and Credit Services Marketing 3
COURSE NUMBER: 8815030

COURSE DESCRIPTION:

This course provides students the opportunity to demonstrate human relations, communications, industry specific machine skills, and employability skills necessary for entry-level employment in the financial services industry.

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FINANCE AND CREDIT OCCUPATIONS--The student will be able to:

- 01.02 Demonstrate a positive mental attitude.
- 01.03 Exhibit interest and enthusiasm.
- 01.04 Exhibit punctuality and dependability.
- 01.05 Demonstrate the traits of being industrious and cooperative.
- 01.06 Demonstrate sincerity, patience, courtesy and tact.
- 01.07 Demonstrate the willingness to assume responsibility for one's actions.
- 01.08 Demonstrate the willingness to assume job responsibilities.
- 01.09 Accept criticism and use it constructively.
- 01.10 Develop the ability to handle negative customer/co-worker situations.
- 01.11 Develop ability to exhibit friendliness, combined with a professional, businesslike approach.
- 01.12 Exhibit good grooming, neatness and cleanliness.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

- 02.01 Demonstrate effective telephone usage and courtesy.
- 02.03 Demonstrate good customer communications through role playing.

05.0 UNDERSTAND TERMINOLOGY UNIQUE TO THE FINANCE AND CREDIT INDUSTRY--The student will be able to:

- 05.01 Understand and use terminology as it applies to the finance and credit industry.
- 05.02 Know how to communicate with a customer without using confusing terminology.

08.0 DEMONSTRATE BASIC SKILLS FOR PERFORMING FUNCTIONS OF ENTRY LEVEL POSITIONS IN FINANCIAL INSTITUTIONS--The student will be able to:

- 08.01 Demonstrate procedure to use during and after a robbery.
- 08.02 Demonstrate security procedures.

09.0 DEMONSTRATE BASIC SKILLS FOR PERFORMING FUNCTIONS OF ENTRY LEVEL POSITIONS IN FINANCIAL INSTITUTIONS--The student will be able to:

09.01 Demonstrate counting and strapping of coin and currency.
09.02 Demonstrate use of a teller machine.
09.03 Explain the types of endorsements and why they are important.
09.04 Perform basic teller functions--cashing checks, accepting straight deposits and split deposits.
09.05 Demonstrate knowledge of balancing a cash drawer.
09.06 Know how to detect counterfeit currency and the procedure for reporting it.
09.07 Perform other special services such as issue Cashier's Checks, issuing and redeeming Savings Bonds, Money Orders, Traveler's Checks, Bank Drafts, payments and cash advances on charge cards.
09.08 Demonstrate security precautions and methods used to deter bank fraud.
09.09 Demonstrate procedure to use during and after a robbery.

Bookkeeping

09.10 Balance a customer's checkbook, detecting customer and/or bank errors.
09.11 Locate information on a customer's account and explain what information is to be given over the phone and to whom it can be given.
09.12 Explain the routing system for payment of a check.
09.13 Explain the functions and purpose of the Federal Reserve System.
09.14 Demonstrate how to place a stop payment and hold on customer's account.
09.15 Demonstrate procedures to use in cross selling.
09.16 Demonstrate procedure for opening new accounts.
09.17 Demonstrate procedure to close accounts.

Safe Deposit Clerk

09.18 Perform the steps necessary for issuing a safe deposit box.
09.19 State bank policies and state regulations regarding safe deposit boxes.
09.20 Explain procedures for granting access to a safe deposit box.

Proof Operator

09.21 Operate single or multipocket proof machine.
09.22 Prepare customer corrections for mailing.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Finance and Credit Services Management

CODE NUMBER: Secondary ________ Postsecondary ________

Florida CIP ME06.030100

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS X POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ____ 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

X Postsecondary Vocational ______ Other ________________

CERTIFICATION COVERAGE:

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as financial analysts (020.167-014), financial economists (050.067-010), credit managers (186.167-022), credit officers (161.267-014), managers, credit and collections (168.167-054). In general, the program is designed to prepare students for employment in executive positions which include business development, public relations, installment credit, international trade, commercial loans and services or to provide supplemental training for persons previously or currently employed in these occupations.

II. **LABORATORY ACTIVITIES:** Laboratory activities are not required.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is an associate degree.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in finance and credit occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective cross selling techniques and procedures for financial services.
04. Demonstrate knowledge of the history, growth and structure of the financial industry.
05. Understand terminology unique to the finance and credit industry.
06. Demonstrate knowledge of basic functions of financial institutions.
07. Demonstrate an understanding of general ledger and accounting concepts.
08. Demonstrate basic skills for performing functions of entry level positions in financial institutions.
09. Demonstrate employability skills.
10. Demonstrate security procedures and detection of fraud.
11. Demonstrate proficiency in economic principles.
12. Demonstrate proficiency in business law.
13. Demonstrate proficiency in money and finance.
14. Demonstrate proficiency in management principles.

STUDENT PERFORMANCE STANDARDS
PROGRAM AREA: Marketing
PROGRAM TITLE: Finance and Credit Services Management

EFFECTIVE DATE: July, 1988
SECONDARY NUMBER:
POSTSECONDARY NUMBER: ME06.030100

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FINANCE AND CREDIT OCCUPATIONS--The student will be able to:

01.01 Develop the ability to know themselves.
01.02 Demonstrate a positive mental attitude.
01.03 Exhibit interest and enthusiasm.
01.04 Exhibit punctuality and dependability.
01.05 Demonstrate the traits of being industrious and cooperative.
01.06 Demonstrate sincerity, patience, courtesy and tact.
01.07 Demonstrate the willingness to assume responsibility for one's actions.
01.08 Demonstrate the willingness to assume job responsibilities.
01.09 Accept criticism and use it constructively.
01.10 Develop the ability to handle negative customer/co-worker situations.
01.11 Develop ability to exhibit friendliness, combined with a professional, businesslike approach.
01.12 Exhibit good grooming, neatness and cleanliness.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Demonstrate effective telephone usage and courtesy.
02.02 Give oral reports to demonstrate the ability to effectively express oneself before a group.
02.03 Demonstrate good customer communications through role playing.
02.04 Understand communication concepts, goals, skills and criteria.
02.05 Organize and prepare reports.
02.06 Prepare different categories/structures of messages.

03.0 UTILIZE EFFECTIVE CROSS SELLING TECHNIQUES AND PROCEDURES FOR FINANCIAL SERVICES--The student will be able to:

03.01 Explain the importance of cross selling.
03.02 Demonstrate how to sell other bank services.
03.03 Demonstrate a knowledge of all services offered by financial institutions.

04.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY, GROWTH AND STRUCTURE OF THE FINANCIAL INDUSTRY--The student will be able to:

04.01 Demonstrate a knowledge of the evolution of American Banking.
04.02 Identify major acts and important regulations resulting from the growth and changes in financial institutions.
04.03 Explain the similarities and differences in the financial institutions and other businesses that offer financial services.

05.0 UNDERSTAND TERMINOLOGY UNIQUE TO THE FINANCE AND CREDIT INDUSTRY--The student will be able to:

05.01 Understand and use terminology as it applies to the finance and credit industry.
05.02 Know how to communicate with a customer without using confusing terminology.

06.0 DEMONSTRATE KNOWLEDGE OF BASIC FUNCTIONS OF FINANCIAL INSTITUTIONS--The student will be able to:

06.01 Name the three basic functions of a financial institution.
06.02 Explain the most important function of the three and why each of th two other functions depend on it.
06.03 Discuss which department and employees are responsible for the different functions.

07.0 DEMONSTRATE AN UNDERSTANDING OF GENERAL LEDGER AND ACCOUNTING CONCEPTS--The student will be able to:

07.01 Demonstrate how debits and credits affect accounts in the General Ledger.
07.02 Make entries to the General Ledger.

07.03 Name the five general ledger classifications and the type balance each account carries.
07.04 Explain the difference in cash and accrual accounting.
07.05 Explain what information a Statement of Condition provides.
07.06 Explain what information is provided by the Profit and Loss Statement.
07.07 Name the most common types of accounts under each of the five General Ledger Classifications.

08.0 DEMONSTRATE BASIC SKILLS FOR PERFORMING FUNCTIONS OF ENTRY LEVEL POSITIONS IN FINANCIAL INSTITUTIONS--The student will be able to:

Teller

08.01 Demonstrate counting and strapping of coin and currency.
08.02 Demonstrate use of a teller machine.
08.03 Explain the types of endorsements and why they are important.
08.04 Perform basic teller functions--cashing checks, accepting straight deposits and split deposits.
08.05 Demonstrate knowledge of balancing a cash drawer.
08.06 Know how to detect counterfeit currency and the procedure for reporting it.
08.07 Perform other special services such as issue Cashier's Checks, issuing and redeeming Savings Bonds, Money Orders, Traveler's Checks, Bank Drafts, payments and cash advances on charge cards.
08.08 Demonstrate security precautions and methods used to deter bank fraud.
08.09 Demonstrate procedure to use during and after a robbery.

Bookkeeping

08.10 Balance a customer's checkbook, detecting customer and/or bank errors.
08.11 Locate information on a customer's account and explain what information is to be given over the phone and to whom it can be given.
08.12 Explain the routing system for payment of a check.
08.13 Explain the functions and purpose of the Federal Reserve System.
08.14 Demonstrate how to place a stop payment and hold on customer's account.
08.15 Demonstrate procedures to use in cross selling.
08.16 Demonstrate procedure for opening new accounts.
08.17 Demonstrate procedure for closing accounts.

Safe Deposit Clerk

08.18 Perform the steps necessary for issuing a safe deposit box.
08.19 State bank policies and state regulations regarding safe deposit boxes.
08.20 Explain procedures for granting access to a safe deposit box.

Proof Operator

08.21 Operate a proof machine, explain proof functions and meet required performance levels.
08.22 Correct errors in proof resulting from customer, teller or proof operator's mistake.
08.23 Be able to identify all bank documents that are run through a proof machine.

Loan Clerk

08.24 Identify and process documentation required on different types of loans.
08.25 Demonstrate how to properly complete a credit application and a financial statement.
08.26 Explain how to establish credit and the importance of having a good credit rating.
08.27 Demonstrate the types of interest and how they are computed.
08.28 Explain the importance of the lending function.

09.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

09.01 Conduct a job search.
09.02 Secure information about a job.
09.03 Identify documents that may be required when applying for a job.
09.04 Complete a job application form correctly.
09.05 Demonstrate competence in job interview techniques.
09.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
09.07 Identify acceptable work habits.
09.08 Demonstrate knowledge of how to make job changes appropriately.
09.09 Demonstrate acceptable employee health habits.

10.0 DEMONSTRATE SECURITY PROCEDURES AND DETECTION OF FRAUD--The student will be able to:

10.01 Demonstrate procedures bank employees would use during and after a holdup.
10.02 Demonstrate security procedures.

11.0 DEMONSTRATE PROFICIENCY IN ECONOMIC PRINCIPLES--The student will be able to:

11.01 Demonstrate knowledge of how the federal reserve system operates.
11.02 Comprehend the documents and language of banking.

12.0 DEMONSTRATE PROFICIENCY IN BUSINESS LAW--The student will be able to:

12.01 Understand federal and state regulations and examination of banks.

13.0 DEMONSTRATE PROFICIENCY IN MONEY AND FINANCE--The student will be able to:

13.01 Explain production, consumption, GNP and business cycles.
13.02 Compare banks and thrifts.
13.03 Demonstrate knowledge of commercial banking.
13.04 Understand the federal reserve system and commercial bank interrelationships.
13.05 Define money and its function and describe measures of money.
13.06 Explain current trends in banking due to deregulation and diversified financial services.
13.07 Differentiate among corporation and other forms of business.
13.08 Understand the details of a corporate charter and bylaws.
13.09 Utilize the necessary financial and accounting knowledge to begin the business.
13.10 Comprehend the financial details of means of acquiring capital and subsequent equity and debt functions.
13.11 Exhibit knowledge of securities markets and SEC regulations.
13.12 Demonstrate knowledge about business failure, reorganization, dissolutions, and liquidation.
13.13 Explain the purpose of statement analysis.
13.14 Define and explain items in a financial statement.
13.15 Demonstrate the ability to interpret and analyze financial statement.

14.0 DEMONSTRATE PROFICIENCY IN MANAGEMENT PRINCIPLES--The student will be able to:

14.01 Recognize and define management by objectives.
14.02 Describe what is involved in participation management.
14.03 Demonstrate the technique utilized in project management.
14.04 Explain the basis for "futuristic" management.
14.05 Describe the fundamental concepts of systems design and systems analysis.
14.06 Explain line of credit, compensating balance, interest rates.
14.07 Enumerate sources of credit information.
14.08 Demonstrate knowledge of different types of bank loans.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Floral Design and Marketing

CODE NUMBER: Secondary 8818000 Postsecondary Adult Vocational ORV0150

Florida CIP ME08.050300 Postsecondary Vocational

SECONDARY SCHOOL CREDITS 4 COLLEGE CREDITS ____ POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____7-9 ____9-12 ____Postsecondary Adult Vocational

____ Postsecondary Vocational X Other 11-12, 30,31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as floral designers (142.081-010), salespersons, flowers (260.357-026); or salespersons, florist supplies (275.357-054); or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, planning and preparing floral designs, selling, buying, transporting, storing, advertising, and displaying goods and services in the floral industry.

Listed below are the courses that comprise this program when offered at the secondary level:

8818010 Floral Design and Marketing 1
8818020 Floral Design and Marketing 2
8818030 Floral Design and Marketing 3
8818040 Floral Design and Marketing 4

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. For the laboratory activities to be meaningful, facilities adequate for classroom, sales and display areas, laboratory, and storage should be provided. Floral arranging and merchandising equipment is needed for hands-on experiences.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 7.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 900 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate knowledge of the floral design and marketing industry.
02. Demonstrate the human relations skills necessary for success in marketing occupations.
03. Demonstrate the ability to communicate skillfully.
04. Demonstrate employability skills.
05. Perform merchandising math operations unique to floral marketing.
06. Apply sales promotion techniques and procedures to the marketing of floral products.
07. Demonstrate knowledge and application of product and service technology.
08. Demonstrate a knowledge of merchandising activities.
09. Demonstrate distribution skills involved in floral marketing.

10. Identify fundamentals of design.
11. Demonstrate an understanding of entrepreneurship.
12. Identify factors to consider when opening or managing a flower business.
13. Prepare fresh and/or permanent floral designs according to specifications.
14. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS　　EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing　　SECONDARY NUMBER: 8818000

PROGRAM TITLE: Floral Design and Marketing　　POSTSECONDARY NUMBER: ORV0150

01.0 DEMONSTRATE KNOWLEDGE OF THE FLORAL DESIGN AND MARKETING INDUSTRY--The student will be able to:

01.01 Identify trends in the floral design and marketing industry.
01.02 Identify careers in the floral design and marketing industry.
01.03 Identify floral services.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Exhibit acceptable grooming habits
02.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
02.03 Exhibit the ability to get along with others.
02.04 Explain the importance of team work.

03.0 DEMONSTRATE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Discuss the role communication plays in marketing.
03.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
03.03 Demonstrate effective written communication skills.
03.04 Demonstrate effective oral communication skills.
03.05 Demonstrate effective listening skills.

04.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

04.01 Conduct a job search.
04.02 Secure information about a job.
04.03 Identify documents that may be required when applying for a job.
04.04 Complete a job application.
04.05 Demonstrate competence in job interview techniques.
04.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
04.07 Identify acceptable work habits.
04.08 Demonstrate knowledge of how to make job changes appropriately.
04.09 Demonstrate acceptable employee health habits.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:

05.01 Perform addition, subtraction, multiplication, and division.
05.02 Complete problems using percentages, decimals, and fractions.
05.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash and charge.
05.04 Demonstrate a knowledge of pricing policies.
05.05 Calculate markup as a percentage of cost.
05.06 Calculate markup as a percentage of retail.
05.07 Demonstrate opening and closing procedures for a cash register.

06.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to·

06.01 List the purposes of advertising, display, and public relations
06.02 Explain the importance of sales promotion.
06.03 Identify various forms of advertising media.
06.04 Demonstrate steps of a sale utilizing floral products.
06.05 Perform telephone sales.
06.06 Process orders using wire services.
06.07 Conduct wedding consultations.
06.08 Conduct funeral consultations.
06.09 Plan and construct a sales promotion plan for a product.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

07.01 Identify varieties of flowers and plants utilized in floral arrangements.
07.02 Identify specialized care and handling of flowers and plants utilized in floral arrangements.
07.03 Identify correct storage procedures for plants and flowers, and prepared floral arrangements.
07.04 Identify types of floral arrangements.
07.05 Utilize available resources to obtain product knowledge.

08.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

08.01 Explain the role of buying and purchasing in a retailing situation.
08.02 Describe the importance of inventory control.
08.03 Demonstrate stockkeeping procedures.

09.0 DEMONSTRATE DISTRIBUTION SKILLS INVOLVED IN FLORAL MARKETING--The student will be able to:

09.01 Tag floral orders.
09.02 Package products.
09.03 Route and organize deliveries according to priority, location, time, and fuel consumption.
09.04 Make confirmation phone calls.
09.05 Identify techniques for correct loading of delivery trucks.
09.06 Solve delivery problems, such as wrong address, damaged merchandise, and inability to deliver.

10.0 IDENTIFY FUNDAMENTALS OF DESIGN--The student will be able to:

10.01 Identify the mechanics of design.
10.02 Identify the principles of design.
10.03 Identify styles of design.
10.04 Identify principles of creativity.
10.05 Identify principles of color and texture.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.
11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.

12.0 IDENTIFY FACTORS TO CONSIDER WHEN OPENING OR MANAGING A FLOWER BUSINESS--The student will be able to:

12.01 Identify types of expenses encountered when opening a floral business.
12.02 Identify types of business records kept.
12.03 Identify those factors which influence choice of location for a floral business.
12.04 Develop a floor plan for a flower shop.
12.05 Identify personnel tasks performed by managers and owners.

13.0 PREPARE FRESH AND/OR PERMANENT FLORAL DESIGNS ACCORDING TO SPECIFICATION--The student will be able to:

13.01 Sketch and design seasonal and holiday arrangements.
13.02 Sketch and design funeral pieces.
13.03 Sketch and design special-events pieces such as those used for conventions, parties, banquets and showers.
13.04 Sketch and design pieces for religious events.
13.05 Sketch and design hospital pieces.
13.06 Sketch and design home decorations such as oriental decorations, silk trees and plants, and dried arrangements.

14.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

14.01 Demonstrate date entry procedures.
14.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
14.03 Demonstrate marketing spreadsheet data entry and output procedures.
14.04 Demonstrate marketing spreadsheet date decision making skills.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: MARKETING COURSE CREDIT: 1

PROGRAM TITLE: Floral Design and Marketing PROGRAM NUMBER: 8818000

COURSE TITLE: Floral Design and Marketing 1 COURSE NUMBER: 8818010

COURSE DESCRIPTION:

This course is designed to develop the fundamental competencies necessary for employment in the floral design and marketing industry. Topics include: Introduction to the floral industry, human relations skills that are vital to employment in the field, communications and employability skills.

01.0 DEMONSTRATE KNOWLEDGE OF THE FLORAL DESIGN AND MARKETING INDUSTRY--The student will be able to:

01.01 Identify trends in the floral design and marketing industry.
01.02 Identify careers in the floral design and marketing industry.
01.03 Identify floral services.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Exhibit acceptable grooming habits
02.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
02.03 Exhibit the ability to get along with others.
02.04 Explain the importance of team work.

03.0 DEMONSTRATE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Discuss the role communication plays in marketing.
03.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
03.03 Demonstrate effective written communication skills.
03.04 Demonstrate effective oral communication skills.
03.05 Demonstrate effective listening skills.

04.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

04.01 Conduct a job search.
04.02 Secure information about a job.
04.03 Identify documents that may be required when applying for a job.
04.04 Complete a job application.
04.05 Demonstrate competence in job interview techniques.
04.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
04.07 Identify acceptable work habits.
04.08 Demonstrate knowledge of how to make job changes appropriately.
04.09 Demonstrate acceptable employee health habits.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: MARKETING COURSE CREDIT: 1

PROGRAM TITLE: Floral Design and Marketing PROGRAM NUMBER: 8818000

COURSE TITLE: Floral Design and Marketing 2 COURSE NUMBER: 8818020

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for employment in the floral design and marketing industry. Topics include: merchandising math, sales promotion and product and service technology.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:

05.01 Perform addition, subtraction, multiplication, and division.
05.02 Complete problems using percentages, decimals, and fractions.
05.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash and charge.
05.04 Demonstrate a knowledge of pricing policies.
05.05 Calculate markup as a percentage of cost.
05.06 Calculate markup as a percentage of retail.
05.07 Demonstrate opening and closing procedures for a cash register.

06.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:

06.01 List the purposes of advertising, display, and public relations
06.02 Explain the importance of sales promotion.
06.03 Identify various forms of advertising media.
06.04 Demonstrate steps of a sale utilizing floral products.
06.05 Perform telephone sales.
06.06 Process orders using wire services.
06.07 Plan and construct a sales promotion plan for a product.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

07.01 Identify varieties of flowers and plants utilized in floral arrangements.
07.02 Identify specialized care and handling of flowers and plants utilized in floral arrangements.
07.03 Identify correct storage procedures for plants and flowers, and prepared floral arrangements.
07.04 Identify types of floral arrangements.
07.05 Utilize available resources to obtain product knowledge.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	MARKETING	COURSE CREDIT:	1
PROGRAM TITLE:	Floral Design and Marketing	PROGRAM NUMBER:	8818000
COURSE TITLE:	Floral Design and Marketing 3	COURSE NUMBER:	8818030

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for employment in the floral design and marketing industry. Topics include: marketing and merchandising skills, distribution of floral products and design fundamentals.

08.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

08.01 Explain the role of buying and purchasing in a retailing situation.
08.02 Describe the importance of inventory control.
08.03 Demonstrate stockkeeping procedures.

09.0 DEMONSTRATE DISTRIBUTION SKILLS INVOLVED IN FLORAL MARKETING--The student will be able to:

09.01 Tag floral orders.
09.02 Package products.
09.03 Route and organize deliveries according to priority, location, time, and fuel consumption.
09.04 Make confirmation phone calls.
09.05 Identify techniques for correct loading of delivery trucks.
09.06 Solve delivery problems, such as wrong address, damaged merchandise, and inability to deliver.

10.0 IDENTIFY FUNDAMENTALS OF DESIGN--The student will be able to:

10.01 Identify the mechanics of design.
10.02 Identify the principles of design.
10.03 Identify styles of design.
10.04 Identify principles of creativity.
10.05 Identify principles of color and texture.

14.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

14.01 Demonstrate date entry procedures.
14.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
14.03 Demonstrate marketing spreadsheet data entry and output procedures.
14.04 Demonstrate marketing spreadsheet date decision making skills.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	MARKETING	COURSE CREDIT:	1
PROGRAM TITLE:	Floral Design and Marketing	PROGRAM NUMBER:	8818000
COURSE TITLE:	Floral Design and Marketing 4	COURSE NUMBER:	8818040

COURSE DESCRIPTION:

The course is designed to allow students to apply skills and knowledges necessary for employment in the floral design and marketing industry. Topics include: understanding entrepreneurship, operation of a floral business and preparation of fresh or permanent floral designs.

06.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:

06.07 Conduct wedding consultations.
06.08 Conduct funeral consultations.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.
11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.

12.0 IDENTIFY FACTORS TO CONSIDER WHEN OPENING OR MANAGING A FLOWER BUSINESS--The student will be able to:

12.01 Identify types of expenses encountered when opening a floral business.
12.02 Identify types of business records kept.
12.03 Identify those factors which influence choice of location for a floral business.
12.04 Develop a floor plan for a flower shop.
12.05 Identify personnel tasks performed by managers and owners.

13.0 PREPARE FRESH AND/OR PERMANENT FLORAL DESIGNS ACCORDING TO SPECIFICATION--The student will be able to:

13.01 Sketch and design seasonal and holiday arrangements.
13.02 Sketch and design funeral pieces.
13.03 Sketch and design special-events pieces such as those used for conventions, parties, banquets and showers.
13.04 Sketch and design pieces for religious events.
13.05 Sketch and design hospital pieces.
13.06 Sketch and design home decorations such as oriental decorations, silk trees and plants, and dried arrangements.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Food Distribution

CODE NUMBER: Secondary ______ Postsecondary MKA0083

Florida CIP ME08.060100

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as grocery checkers (211.462-014), grocery clerks (290.477-018), grocery goods stock clerks (299.367-014), or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying and financing goods and services in the food distribution industry.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Merchandising equipment should be provided for hands-on experiences.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 270 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Apply sales promotion techniques and procedures to the marketing of food products.
04. Demonstrate knowledge of merchandising activities.
05. Perform merchandising math operations unique to food marketing.
06. Demonstrate a knowledge of basic economic principles.
07. Understand the importance of marketing operations.
08. Demonstrate knowledge and application of product and service technology.
09. Demonstrate employability skills.
10. Understand the role of the manager and the entrepreneur.
11. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: ____________

PROGRAM TITLE: Food Distribution
POSTSECONDARY NUMBER: MKA0083

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal involvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.

02.0 DEMONSTRATE AN ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.

03.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD PRODUCTS--The student will be able to:

03.01 Demonstrate displaying meat products.
03.02 Demonstrate displaying produce products.
03.03 Demonstrate displaying grocery merchandise.
03.04 Demonstrate displaying dairy products.
03.05 Demonstrate displaying frozen food products.
03.06 Demonstrate displaying bakery, deli, and miscellaneous products.

04.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

04.01 Explain the role of buying/purchasing in merchandising.
04.02 Describe the importance of inventory control.
04.03 Explain the importance of receiving/checking/marking operations.
04.04 Describe the importance of security.

05.0 DEMONSTRATE THE ABILITY TO PERFORM BASIC MATHEMATICAL SKILLS--The student will be able to:

05.01 Perform addition, subtraction, multiplication, and division.
05.02 Complete problems using percentages, decimals, and fractions.
05.03 Apply mathematical skills in the solution of marketing problems.

06.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

06.01 Explain the role of marketing in the free enterprise system.
06.02 List and compare the three major types of economic systems.
06.03 Describe the channels of distribution.
06.04 Identify and discuss economic resources.
06.05 Discuss the role of the consumer in the free enterprise system.
06.06 Differentiate between industrial and consumer goods.
06.07 List and define the basic types of retail business ownership.

07.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

07.01 Identify and acquire knowledge of meat department equipment and tools.
07.02 Identify and acquire knowledge of sanitation of meat equipment and tools.
07.03 Identify handling produce.
07.04 Identify sanitation skills for produce department and equipment.
07.05 Prepare grocery merchandise for stocking of shelves.
07.06 Prepare dairy products for stocking.
07.07 Identify sanitation skills for dairy department and equipment.
07.08 Prepare frozen foods for stocking.
07.09 Identify sanitation skills for frozen foods department and equipment.

07.10 Prepare bakery, deli, and miscellaneous departments for stocking.
07.11 Identify sanitation skills for bakery, deli, and miscellaneous departments.

08.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

08.01 Recognize wholesale and retail cuts of meats.
08.02 Demonstrate vegetable product knowledge.
08.03 Demonstrate fruit product knowledge.
08.04 Identify merchandise in the grocery department.
08.05 Recognize different dairy products.
08.06 Identify on-premise and ready-prepared deli departments.
08.07 Identify on-premise and bake-off bakery departments.

09.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

09.01 Conduct a job search.
09.02 Secure information about a job.
09.03 Identify documents that may be required when applying for a job.
09.04 Complete a job application form correctly.
09.05 Demonstrate competence in job interview techniques.
09.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
09.07 Identify acceptable work habits.
09.08 Demonstrate knowledge of how to make job changes appropriately.
09.09 Demonstrate acceptable employee health habits.

10.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

10.01 Understand the functions of management.
10.02 Recommend solutions to marketing problems.
10.03 Differentiate various types of organization structures.
10.04 Understand the importance of proper financial planning.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.
11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Food Service Marketing

CODE NUMBER: Secondary ________ Postsecondary HFT0171

Florida CIP ME08.090500

SECONDARY SCHOOL CREDITS ______	COLLEGE CREDITS ______	POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7 RESTRUANT 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as waiter assistants (70040600), hosts/hostesses, restaurant, lounge (70041601), waiters and waitresses (70041602), or food preparation and service workers, fast foods (70041804) or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, preparing, storing, promoting, displaying, serving food, and providing customer services.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Hands-on experience in preparing food and providing customer service is essential.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233,0695, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 270 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of food services.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to food service marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.

Food Service Marketing - Continued

10. Demonstrate employability skills.
11. Understand the role of the manager.
12. Demonstrate exceptional health and safety procedures.
13. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER:

PROGRAM TITLE: Food Service Marketing
POSTSECONDARY NUMBER: HFT0171

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Develop and demonstrate the unique human relations skills needed to successfully manage a food service marketing occupation.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communications plays in food service marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Outline the advantages of personal selling.
03.02 Utilize the tools and techniques of internal selling.
03.03 Assess outside versus inside selling.
03.04 Apply effective methods of cultivating a large group of potential new customers.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD SERVICES--The student will be able to:

04.01 Explain the benefits of publicity and public relations.
04.02 Use the telephone as effective sales promotion instrument.
04.03 Implement effective personal selling techniques.
04.04 Analyze advantages of various display techniques.

05.0 DEMONSTRATE KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Utilize effective menu presentation.
05.02 Apply principles of personal salesmanship.
05.03 Implement proper beverage service techniques.
05.04 Apply basic techniques of merchandising food and beverage.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FOOD SERVICE MARKETING--The student will be able to:

06.01 Identify the break-even point for food service marketing.
06.02 Apply the need sales increase formula to justify various merchandising techniques.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Identify basic economic concepts.
07.02 Apply basic economic principles.
07.03 Analyze economic trends as they relate to food service marketing.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Identify basic marketing concepts.
08.02 Discuss overall competitive strategy.
08.03 Relate marketing to the food service industry.
08.04 Analyze trends in food service marketing.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Trace growth and development of food and beverage industry.
09.02 Discuss history and composition of foods and beverages.
09.03 Discuss trends in the food and beverage industry.
09.04 Discuss food service and beverage supplies and equipment.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

11.01 Define the role of the manager.
11.02 Assess the roles of the manager regarding food service marketing.

12.0 DEMONSTRATE EXCEPTIONAL HEALTH AND SAFETY PROCEDURES--The student will be able to:

12.01 Identify general safety practices.
12.02 Identify general sanitation and hygienic principles.
12.03 Recognize emergency situations.

13.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

13.01 Define entrepreneurship.
13.02 Describe the importance of entrepreneurship to the American economy.
13.03 List the advantages and disadvantages of business ownership.
13.04 Identify the risks involved in ownership of a business.
13.05 Identify the necessary personal characteristics of a successful entrepreneur.
13.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Hospitality Management

CODE NUMBER: Secondary ______ Postsecondary ________

Florida CIP ME06.079900

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS X POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

X Postsecondary Vocational ______ Other ________________

CERTIFICATION COVERAGE:

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment in supervisory positions in the hospitality industry as hotel managers (320.137-014), motel managers (187.117-038), recreation establishment managers (187.117-042) or resort managers, or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, management and supervisory development, management theory, decision making, organization, communications, human relations, leadership training, personnel training, security, sanitation, food and beverage management, sales, accounting, housekeeping, energy management, maintenance and engineering, marketing, property, resort, and convention management, and applicable local, state and federal laws.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. The student should gain the competence required to manage each department and for overall management of the establishment that represents the student's occupational goal.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is an associate degree.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01. Demonstrate employability skills.
02. Apply human relations, leadership, and communications skills.
03. Apply math skills.
04. Identify basic economic and marketing concepts.
05. Identify health, safety, and security practices.
06. Identify organization and functions of hospitality industry.
07. Demonstrate supervisory, human relations, communications, and training skills.
08. Demonstrate knowledge of food service and beverage sanitation.
09. Demonstrate knowledge of food and beverage management and services.
10. Demonstrate knowledge of and perform accounting procedures.
11. Demonstrate knowledge of security management.
12. Demonstrate knowledge of food purchase and production.

13. Demonstrate knowledge of energy management.
14. Demonstrate knowledge of, identify, and apply marketing management and sales promotion concepts.
15. Demonstrate knowledge of property maintenance and engineering.
16. Demonstrate knowledge of property management.
17. Demonstrate knowledge of resort management.
18. Demonstrate knowledge of convention management and services.
19. Demonstrate knowledge of housekeeping management functions.
20. Demonstrate knowledge of laws affecting hospitality industry.
21. Demonstrate knowledge of recreation management.
22. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing
SECONDARY NUMBER:
PROGRAM TITLE: Hospitality Management
POSTSECONDARY NUMBER: ME06.079900

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge of how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 APPLY HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Apply verbal skills.
02.02 Apply writing skills.
02.03 Discuss human relations skills.
02.04 Identify basic leadership skills.
02.05 Analyze functions of hospitality industry.

03.0 APPLY MATHEMATICS SKILLS--The student will be able to:

03.01 Apply basic mathematics skills.
03.02 Apply intermediate mathematics skills.
03.03 Apply hospitality mathematics skills.

04.0 IDENTIFY BASIC ECONOMIC AND MARKETING CONCEPTS--The student will be able to:

04.01 Identify basic economic concepts.
04.02 Identify basic marketing concepts.

05.0 IDENTIFY HEALTH, SAFETY AND SECURITY PRACTICES--The student will be able to:

05.01 Identify general safety practices.
05.02 Identify general sanitation and hygienic principles.
05.03 Identify security practices.
05.04 Recognize emergency situations.

06.0 IDENTIFY ORGANIZATION AND FUNCTION OF HOSPITALITY INDUSTRY--The student will be able to:

06.01 Identify career opportunities in hospitality industry.
06.02 Trace development of hospitality industry.
06.03 Analyze organizational structure of hotel operations.
06.04 Identify mission of food and beverage department.
06.05 Identify mission of personnel, accounting, and sales.
06.06 Analyze future trends in hospitality industry.

07.0 DEMONSTRATE SUPERVISORY, HUMAN RELATIONS, COMMUNICATIONS, AND TRAINING SKILLS--The student will be able to:

07.01 Describe management functions.
07.02 Describe supervisory functions.
07.03 Describe leadership styles.
07.04 Describe work improvement concepts.
07.05 Describe the supervisor as change agent.
07.06 Analyze staff recruitment and selection.
07.07 Analyze staff orientation and training.
07.08 Analyze employee performance evaluation.
07.09 Analyze wage and salary administration.
07.10 Discuss communications process.
07.11 Discuss motivational techniques.
07.12 Discuss disciplinary process.
07.13 Discuss conflict resolution.

07.14 Discuss employee groups.
07.15 Discuss employee unions.
07.16 Discuss labor control systems.
07.17 Discuss management development.
07.18 Identify need for effective communications.
07.19 Describe factors that impede effective communications.
07.20 Identify effective interview techniques.
07.21 Discuss communications factors that influence leadership.
07.22 Develop and evaluate training plans.
07.23 Identify oral communications techniques.
07.24 Identify effective writing skills.
07.25 Identify principles of managing training programs.
07.26 Discuss procedures for performing a task analysis.
07.27 Discuss procedures for hiring training employees.
07.28 Identify learning principles.
07.29 Identify principles of individualized instruction.
07.30 Identify principles of group training methods.
07.31 Discuss training objectives and plans.
07.32 Describe procedures for evaluating training programs.
07.33 Identify communications concepts in training programs.
07.34 Discuss team-building strategies.
07.35 Identify effective coaching and counseling techniques.
07.36 Discuss implementation of training programs.

08.0 DEMONSTRATE KNOWLEDGE OF FOOD SERVICE AND BEVERAGE SANITATION--The student will be able to:

08.01 Discuss the problems of safe food.
08.02 Discuss the microworld.
08.03 Discuss contamination and food borne illness.
08.04 Discuss purchasing safe food.
08.05 Discuss safe storage of food.
08.06 Discuss protecting food in preparation and service.
08.07 Discuss safe food handling.
08.08 Discuss employee sanitation training.
08.09 Discuss sanitary facilities and equipment.
08.10 Discuss cleaning and sanitizing principles.
08.11 Discuss housekeeping management.
08.12 Discuss pest control.
08.13 Discuss sanitary food service management.
08.14 Discuss sanitary regulations and standards.
08.15 Discuss accident prevention.

09.0 DEMONSTRATE FOOD AND BEVERAGE MANAGEMENT AND SERVICES--The student will be able to:

09.01 Trace growth and development of food and beverage industry.
09.02 Identify basic management functions.
09.03 Discuss history and composition of foods.
09.04 Discuss trends in food and beverage industry.
09.05 Identify food preparation and service techniques.
09.06 Discuss food service and beverage facilities and equipment.
09.07 Identify purchasing, storage, and inventory controls.
09.08 Identify sanitation and safety practices.
09.09 Identify beverage controls and standards.
09.10 Discuss food and beverage control concepts.
09.11 Discuss food and beverage control systems.
09.12 Identify food and beverage standards.
09.13 Discuss food and beverage operating budget.
09.14 Identify food and beverage operations.
09.15 Analyze food and beverage costs.
09.16 Discuss labor cost control.
09.17 Identify labor cost control systems.

10.0 DEMONSTRATE KNOWLEDGE OF AND PERFORM ACCOUNTING PROCEDURES--The student will be able to:

10.01 Identify front office accounting procedures.
10.02 Identify night audit accounting procedures.
10.03 Identify basic accounting principles and terminology.
10.04 Prepare journals and ledgers.
10.05 Prepare trial balance with adjustments.
10.06 Prepare balance sheet.
10.07 Prepare income statement.

10.08 Prepare statements of changes in financial position.
10.09 Analyze fixed assets, inventory, and operating expenses.
10.10 Analyze equity accounts.
10.11 Analyze sales accounting records.
10.12 Analyze payroll accounting records.

11.0 DEMONSTRATE KNOWLEDGE OF SECURITY MANAGEMENT--The student will be able to:

11.01 Discuss nature and scope of security problems.
11.02 Discuss perimeter security.
11.03 Discuss electric and electronic devices.
11.04 Discuss storage and protection of valuables.
11.05 Discuss functions of protection department.
11.06 Discuss security of hospitality facilities.
11.07 Discuss security training and supervision.
11.08 Discuss internal and external security cooperation.
11.09 Discuss guest protection.
11.10 Discuss security measures for riot and civil disturbances.
11.11 Discuss security measures for bomb threats and bombing.
11.12 Discuss security measures for fire and natural disasters.

12.0 DEMONSTRATE KNOWLEDGE OF FOOD PURCHASE AND PRODUCTION--The student will be able to:

12.01 Discuss development of food service industry.
12.02 Identify kitchen operations.
12.03 Identify preparation methods for stocks, sauces, and soups.
12.04 Discuss meat and poultry selection, cooking, and handling.
12.05 Discuss vegetable and fruit handling and cooking.
12.06 Discuss preparation of eggs, cheese, milk and cereals.
12.07 Discuss preparation of baked goods and desserts.
12.08 Describe development and function of food industry.
12.09 Describe organization and functions of food purchasing.
12.10 Identify mechanics of food buying.
12.11 Identify importance of food specifications and testing.
12.12 Identify receiving and storeroom functions.
12.13 Identify internal food control systems.
12.14 Discuss future and trends in food service industry.
12.15 Identify sources of information for food purchases.

13.0 DEMONSTRATE KNOWLEDGE OF ENERGY MANAGEMENT--The student will be able to:

13.01 Discuss energy concerns and problems.
13.02 Identify impact of energy on hospitality industry.
13.03 Identify energy management techniques.
13.04 Discuss energy management planning.
13.05 Identify techniques for organizing energy programs.
13.06 Identify energy assessment practices.
13.07 Discuss property energy systems.
13.08 Identify energy survey and audit practices.
13.09 Identify utilities management principles.
13.10 Discuss energy consumption and conservation.

14.0 DEMONSTRATE KNOWLEDGE OF AND IDENTIFY AND APPLY MARKETING MANAGEMENT AND SALES PROMOTION CONCEPTS--The student will be able to:

14.01 Identify needs of pre-sales program.
14.02 Identify sales planning procedures.
14.03 Analyze a sales promotion budget.
14.04 Identify personal selling concepts.
14.05 Identify advertising methods.
14.06 Discuss importance of publicity and public relations.
14.07 Discuss importance of internal selling.
14.08 Identify external sales agencies.
14.09 Discuss special promotions.
14.10 Identify techniques for promoting room sales.
14.11 Identify techniques for promoting food and beverage sales.
14.12 Identify methods for evaluating sales programs.

15.0 DEMONSTRATE KNOWLEDGE OF PROPERTY MAINTENANCE AND ENGINEERING--The student will be able to:

15.01 Discuss trends and functions of maintenance and engineering.
15.02 Discuss role of chief engineer.

15.03 Discuss uses of blueprints.
15.04 Discuss basic electric principles.
15.05 Discuss electric codes.
15.06 Discuss appliance, heat and lighting principles.
15.07 Discuss types of motors.
15.08 Discuss water distribution principles.
15.09 Discuss fixture and drainage systems.
15.10 Discuss heating systems.
15.11 Discuss refrigeration systems.
15.12 Discuss ventilation systems.
15.13 Discuss air conditioning systems.
15.14 Identify pool maintenance procedures.
15.15 Discuss elevator and escalator maintenance.
15.16 Discuss sound control.
15.17 Discuss pollution control.
15.18 Discuss engineering safety.

16.0 DEMONSTRATE KNOWLEDGE OF PROPERTY MANAGEMENT--The student will be able to:

16.01 Discuss role of property manager.
16.02 Discuss cost, cost trends, and controls.
16.03 Analyze leasing and contract maintenance costs.
16.04 Analyze replacement versus repair costs.
16.05 Identify planning functions.
16.06 Identify staffing requirements.
16.07 Identify personnel assignments.
16.08 Discuss employee scheduling.
16.09 Discuss related responsibilities of property manager.

17.0 DEMONSTRATE KNOWLEDGE OF RESORT MANAGEMENT--The student will be able to:

17.01 Discuss the resort concept.
17.02 Trace history and development of resorts.
17.03 Identify special considerations in planning and development.
17.04 Identify planning and development process.
17.05 Discuss resort facilities planning.
17.06 Analyze requirements for recreational activities.
17.07 Identify personnel department functions.
17.08 Identify front of house functions.
17.09 Identify heart of house functions.
17.10 Identify security functions.
17.11 Discuss marketing of resorts.
17.12 Discuss resort investment management.
17.13 Discuss future trends in resort industry.

18.0 DEMONSTRATE KNOWLEDGE OF CONVENTION MANAGEMENT AND SERVICES--The student will be able to:

18.01 Discuss scope and segments of convention market.
18.02 Identify potential convention groups.
18.03 Identify company/corporate meetings.
18.04 Identify factors affecting convention site selection.
18.05 Discuss convention sales techniques.
18.06 Identify the sales process.
18.07 Discuss customer services.
18.08 Identify convention servicing requirements.

19.0 DEMONSTRATE KNOWLEDGE OF HOUSEKEEPING MANAGEMENT FUNCTIONS--The student will be able to:

19.01 Discuss housekeeping department operations.
19.02 Discuss housekeeping management functions.

20.0 DEMONSTRATE KNOWLEDGE OF LAWS AFFECTING HOSPITALITY INDUSTRY--The student will be able to:

20.01 Discuss legal rights of guests.
20.02 Discuss legal rights and responsibilities of innkeepers.
20.03 Discuss liabilities of innkeepers.
20.04 Discuss applicable wage and hour laws.
20.05 Discuss laws affecting hiring practices.
20.06 Discuss labor relations laws.
20.07 Discuss public health and safety laws.
20.08 Discuss license and beverage regulations.

20.09 Discuss warranties and product liabilities.
20.10 Discuss taxes.
20.11 Discuss antitrust laws.
20.12 Discuss franchising and management contracts.
20.13 Discuss group, convention, and banquet contracts.

21.0 DEMONSTRATE KNOWLEDGE OF RECREATION MANAGEMENT--The student will be able to:

21.01 Identify competitive marketing strategy.
21.02 Identify techniques for planning marketing strategy.

21.03 Discuss customer/services marketing mix.
21.04 Discuss promotion/advertising marketing mix.
21.05 Identify external and internal selling techniques.
21.06 Identify sales promotion and merchandising techniques.
21.07 Identify public relations/publicity techniques.
21.08 Identify sources and uses of market information.
21.09 Discuss financial aspects of marketing.
21.10 Discuss professional and managerial considerations.

22.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

22.01 Define entrepreneurship.
22.02 Describe the importance of entrepreneurship to the American economy.
22.03 List the advantages and disadvantages of business ownership.
22.04 Identify the risks involved in ownership of a business.
22.05 Identify the necessary personal characteristics of a successful entrepreneur.
22.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK
FLORIDA DEPARTMENT OF EDUCATION

PROGRAM AREA: Marketing
EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Hotel and Lodging: Auditing and Posting Operations

CODE NUMBER: Secondary 8830000 Postsecondary HFT0131

Florida CIP ME08.090202

SECONDARY SCHOOL CREDITS 1
COLLEGE CREDITS ____
POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____ 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

____ Postsecondary Vocational X Other 10-12, 30,31

CERTIFICATION COVERAGE: HOTEL TRNG 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as posting clerks (216.587-014), posting machine operators (216.587-014), or night auditors or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, night auditing functions, employability skills, verbal, writing, and math skills, human relations, leadership, sales techniques, and management.

II. LABORATORY ACTIVITIES: A major portion of the learning activities is provided in a simulated job environment using hands-on experiences and equipment and supplies appropriate to the program content.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 150 hours.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Demonstrate employability skills.
02. Apply human relations, leadership, and communications skills.
03. Apply math skills.
04. Identify sales and promotion techniques.
05. Perform night audit procedures.
06. Operate posting and billing machines and computers.

STUDENT PERFORMANCE STANDARDS

EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing

SECONDARY NUMBER: 8830000

PROGRAM TITLE: Hotel and Lodging: Auditing and Posting Operations

POSTSECONDARY NUMBER: H F0131

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge of how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 APPLY HUMAN RELATIONS, LEADERSHIP, AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Apply verbal skills.
02.02 Write business letters, memoranda, interoffice communications and reports.
02.03 Identify security practices.
02.04 Recognize and give appropriate responses to emergency situations.
02.05 Apply human relations skills.

03.0 APPLY MATHEMATICS SKILLS--The student will be able to:

03.01 Solve mathematical problems in addition, subtraction, multiplication and division.
03.02 Solve mathematical problems using fractions and percentages.
03.03 Apply industry mathematics skills to solve problems in the hospitality industry..

04.0 IDENTIFY SALES AND PROMOTION TECHNIQUES--The student will be able to:

04.01 Greet guests and determine their needs.
04.02 Demonstrate techniques for maintaining proper environment.
04.03 Apply hospitality sales techniques.
04.04 Demonstrate special promotions.

05.0 PERFORM NIGHT AUDIT PROCEDURES--The student will be able to:

05.01 Balance departmental totals.
05.02 Post room charges and prove trial balance.
05.03 Prepare night audit reports.
05.04 Identify night management duties.

06.0 OPERATE POSTING AND BILLING MACHINES AND COMPUTERS--The student will be able to:

06.01 Perform guest accounting procedures.

CURRICULUM FRAMEWORK   PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION   EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Hotel and Lodging: Front Office and Cashiering Operations

CODE NUMBER: Secondary 8830100   Postsecondary HFT0130

Florida CIP MF08.090200

SECONDARY SCHOOL CREDITS 1   COLLEGE CREDITS ______   POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9   _____9-12   _____Postsecondary Adult Vocational

______ Postsecondary Vocational   X Other 10-12, 30, 31

CERTIFICATION COVERAGE: HOTEL TRNG 7   DIST ED 7   TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as desk clerks (40061603), or to provide supplemental training for persons previously or currently employed in this occupation.

The content includes, but is not limited to, hotel/motel front office functions, employability skills, verbal, writing, and math skills, economics, marketing, safety and security, sales techniques, human relations, and applicable laws.

II. LABORATORY ACTIVITIES: A portion of the learning activities is provided in a simulated job environment using hands-on experiences and equipment and supplies appropriate to the program content.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 150 hours.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Demonstrate employability skills.
02. Apply human relations, leadership, and communications skills.
03. Apply mathematical skills.
04. Apply basic economic and marketing concepts.
05. Identify health, safety, and security practices.
06. Apply sales and promotion techniques.
07. Identify organization and functions of hospitality industry.
08. Demonstrate front office accounting procedures.
09. Perform front office processes and procedures.
10. Knows the laws that affect the hospitality industry.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing
SECONDARY NUMBER: 8830100
PROGRAM TITLE: Hotel and Lodging: Front Office and Cashiering Operations
POSTSECONDARY NUMBER: HFT0130

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge of how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 APPLY HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Apply verbal skills.
02.02 Write business letters, memoranda, interdepartmental communications and reports.
02.03 Discuss human relations skills.
02.04 Identify basic leadership skills.
02.05 Analyze functions of hospitality industry.
02.06 Use common hotel terminology.
02.07 Give directions.
02.08 Respond to housekeeping and laundry requests.
02.09 Place and receive telephone calls.
02.10 Provide guest information assistance.
02.11 Display cross-cultural and handicapped sensitivity.
02.12 Respond appropriately to incoming correspondence.

03.0 APPLY MATHEMATICS SKILLS--The student will be able to:

03.01 Solve mathematical problems in addition, subtraction, multiplication and division.
03.02 Apply mathematics skills to solving problems in the hospitality industry..

04.0 APPLY BASIC ECONOMIC AND MARKETING CONCEPTS--The student will be able to:

04.01 Apply basic economic concepts.
04.02 Apply basic marketing concepts.

05.0 IDENTIFY HEALTH, SAFETY AND SECURITY PRACTICES--The student will be able to:

05.01 Demonstrate general safety practices.
05.02 Explain the security practices of a hospitality facility.
05.03 Recognize emergency situations.
05.04 Discuss nature and scope of security problems.
05.05 Identify procedure for storage and protection of valuables.
05.06 Identify guest protection.
05.07 Identify security measures for riot and civil disturbances.
05.08 Identify security measures for bomb threats and bombing.
05.09 Discuss security measures for fire and natural disasters.

06.0 APPLY SALES AND PROMOTION TECHNIQUES--The student will be able to:

06.01 Greet guests and determine their needs.
06.02 Demonstrate techniques for maintaining proper environment, such as up-to-date lobby displays.
06.03 Apply hospitality sales techniques.

07.0 IDENTIFY ORGANIZATION AND FUNCTION OF HOSPITALITY INDUSTRY--The student will be able to:

07.01 Describe the organizational structure of hotel operations.
07.02 Identify the function of the hotel industry..
07.03 Define and outline the function and organization of the front office.

08.0 DEMONSTRATE FRONT OFFICE ACCOUNTING PROCEDURES--The student will be able to:

08.01 Demonstrate front office accounting procedures.
08.02 Demonstrate night audit accounting procedures.
08.03 Perform guest accounting procedures.
08.04 Demonstrate night front office duties.

09.0 PERFORM FRONT OFFICE PROCESSES AND PROCEDURES--The student will be able to:

09.01 Demonstrate front office processes.
09.02 Demonstrate front office equipment and systems.
09.03 Demonstrate reservation process.
09.04 Take and handle reservations.
09.05 Register guests.
09.06 Demonstrate room status process.
09.07 Demonstrate guest accounting process.
09.08 Demonstrate checkout settlement process.
09.09 Check out guests.

10.0 KNOWS THE LAWS THAT AFFECT THE HOSPITALITY INDUSTRY--The student will be able to:

10.01 Identify legal rights of guests.
10.02 Identify legal rights and responsibilities of innkeepers.
10.03 Identify current Federal and State of Florida laws that affect the hospitality industry.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Hotel and Lodging: Housekeeping Services

CODE NUMBER: Secondary _______ Postsecondary HFT0160

Florida CIP ME08.099900

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____ 7-9 _____ 9-12 _____ Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: HOTEL TRNG 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as housekeepers, hotel and motel (70080616), house cleaners, hotel and motel (323.687.018), supervisors or inspectors or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, housekeeping operations in hospitality and institutional facilities, employability skills, verbal, writing, and math skills, economics, marketing, health, safety, and security, leadership, human relations, maintaining proper guest environment, sanitation, housekeeping operations and management, management theory and decision making, training techniques, and applicable local, state and federal laws.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Learning activities are provided in a simulated job environment that utilizes the equipment and supplies appropriate to the program content.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0; Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 450 hours.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Demonstrate employability skills.
02. Demonstrate human relations, leadership, and communications skills.
03. Demonstrate mathematical skills.
04. Apply basic economic and marketing concepts.
05. Demonstrate health, safety, and security practices.
06. Identify procedures for organization and functions of hospitality industry.
07. Identify the roles of management and supervisory personnel.
08. Demonstrate effective training techniques.
09. Apply basic sanitation skills.

10. Demonstrate housekeeping operations and management functions.
11. Identify sales techniques.
12. Identify knowledge of laws that affect the hospitality industry.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: ______________

PROGRAM TITLE: Hotel and Lodging: Housekeeping Services
POSTSECONDARY NUMBER: HFT0160

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge of how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 DEMONSTRATE HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Apply verbal skills.
02.02 Write business letters, memoranda, interoffice communications and reports.
02.03 Discuss human relations skills.
02.04 Identify basic leadership skills.
02.05 Analyze functions of hospitality industry.

03.0 DEMONSTRATE MATHEMATICS SKILLS--The student will be able to:

03.01 Apply basic mathematics skills.
03.02 Apply hospitality mathematics skills.

04.0 APPLY BASIC ECONOMIC AND MARKETING CONCEPTS--The student will be able to:

04.01 Apply basic economic concepts.
04.02 Identify basic marketing concepts.

05.0 DEMONSTRATE HEALTH, SAFETY, AND SECURITY PRACTICES--The student will be able to:

05.01 Demonstrate general safety practices.
05.02 Demonstrate general sanitation and hygienic principles.
05.03 Demonstrate security practices.
05.04 Recognize emergency situations.
05.05 Identify nature and scope of security problems.
05.06 Identify storage and protection of valuables.
05.07 Identify security procedures for hospitality facilities.
05.08 Identify components of training and supervision.
05.09 Identify procedures for guest protection.

06.0 IDENTIFY ORGANIZATION AND FUNCTIONS OF HOSPITALITY INDUSTRY--The student will be able to:

06.01 Identify career opportunities in hospitality industry.
06.02 Trace development of hospitality industry.
06.03 Analyze organizational structure of hotel operations.
06.04 Identify mission of food and beverage department.
06.05 Identify mission of personnel, accounting, and sales.
06.06 Identify future trends in hospitality industry.

07.0 IDENTIFY THE ROLES OF MANAGEMENT AND SUPERVISORY PERSONNEL--The student will be able to:

07.01 Identify management functions.
07.02 Identify supervisory functions.
07.03 Identify leadership styles.
07.04 Identify work improvement concepts.
07.05 Describe the supervisor's role as a change agent.
07.06 Identify steps in staff recruitment and selections.
07.07 Identify procedures for staff orientation and training.
07.08 Identify procedures for employee performance evaluation.
07.09 Develop a plan for wage and salary administration.
07.10 Identify internal communications processes.

07.11 Identify motivational techniques.
07.12 Identify disciplinary process.
07.13 Demonstrate conflict resolution.
07.14 Identify employee groups.
07.15 Identify the functions and purposes of employee unions.
07.16 Identify labor control systems and their functions.
07.17 Identify procedures in management development.

08.0 DEMONSTRATE EFFECTIVE TRAINING TECHNIQUES--The student will be able to:

08.01 Demonstrate the principles of managing training programs.
08.02 Perform a task analysis.
08.03 Demonstrate procedures for hiring trainable employees.
08.04 Develop training training objectives and plans for a training program.
08.05 Demonstrate procedures for evaluating training programs.
08.06 Identify communications concepts in training programs.
08.07 Identify team-building strategies.
08.08 Identify effective coaching and counseling techniques.
08.09 Identify methods for the implementation of training programs.

09.0 APPLY BASIC SANITATION SKILLS--The student will be able to:

09.01 Utilize cleaning and sanitizing principles.
09.02 Apply housekeeping management skills.
09.03 Demonstrate pest control.
09.04 Identify sanitation regulations and standards.
09.05 Identify accident prevention.

10.0 DEMONSTRATE HOUSEKEEPING OPERATIONS AND MANAGEMENT FUNCTIONS--The student will be able to:

10.01 Trace evolution of the lodging industry.
10.02 Describe housekeeping department operations.
10.03 Clean and maintain guest rooms and public areas.
10.04 Care for floor and carpets.
10.05 Demonstrate interior restoration.
10.06 Clean and maintain bathrooms and restrooms.
10.07 Identify housekeeping administrative areas.
10.08 Identify housekeeping management functions.
10.09 Identify recordkeeping procedures and keep records.
10.10 Demonstrate professional housekeeping management.

11.0 IDENTIFY SALES TECHNIQUES--The student will be able to:

11.01 Identify the the sales techniques used by the hospitality industry.
11.02 Greet guests and determine their needs.
11.03 Demonstrate techniques for maintaining proper environment.

12.0 IDENTIFY LAWS THAT AFFECT THE HOSPITALITY INDUSTRY--The student will be able to:

12.01 Identify applicable wage and hour laws.
12.02 Identify laws affecting hiring practices.
12.03 Identify labor relations laws.
12.04 Identify public health and safety laws.
12.05 Identify warranties and product liabilities.

CURRICULUM FRAMEWORK — PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION — EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Hotel and Lodging: Telephone Communication Techniques

CODE NUMBER: Secondary 8830200 — Postsecondary HFT0140

Florida CIP MF08.090201

SECONDARY SCHOOL CREDITS 1 — COLLEGE CREDITS ____ — POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____ 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

____ Postsecondary Vocational X Other 10-12, 30,31

CERTIFICATION COVERAGE: HOTEL TRNG 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as switchboard operators/receptionists (40064803), switchboard operators (40066201) or to provide supplemental training for persons previously or currently employed in these occupations.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Training stations should be provided that duplicate the equipment used in most hotels and motels.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 150 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Identify the parts of hotel marketing operations.
04. Demonstrate hotel communication services.
05. Demonstrate employability skills.
06. Describe the organizational structure of a hotel.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: 8830200

PROGRAM TITLE: Hotel and Lodging: Telephone Communication Techniques POSTSECONDARY NUMBER: HFT0140

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Discuss human relations skills.
01.02 Analyze the functions of the hospitality industry.
01.03 Provide guest assistance and information.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Apply verbal skills.
02.02 Apply writing skills.
02.03 Apply basic mathematics skills.

03.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

03.01 Greet guests and determine their needs.
03.02 Identify hospitality sales techniques.

04.0 DEMONSTRATE HOTEL COMMUNICATION SERVICES--The student will be able to:

04.01 Identify telephone communication techniques.
04.02 Develop a dynamic telephone personality.
04.03 Provide services using various types of telephone systems.
04.04 Retrieve guest data using computer terminal.
04.05 Record and place wake-up calls.
04.06 Provide message services.
04.07 Provide proper mail services (handling and distribution).
04.08 Recognize emergency situations coming thru the telephone system and give appropriate procedural responses.

05.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

05.01 Conduct a job search.
05.02 Secure information about a job.
05.03 Identify documents that may be required when applying for a job.
05.04 Complete a job application form correctly.
05.05 Demonstrate competence in job interview techniques.
05.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
05.07 Identify acceptable work habits.
05.08 Demonstrate knowledge of how to make job changes appropriately.
05.09 Demonstrate acceptable employee health habits.

06.0 DESCRIBE THE ORGANIZATIONAL STRUCTURE OF A HOTEL--The student will be able to:

06.01 Describe management functions.
06.02 Identify staff according to function.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Hotel/Motel Management

CODE NUMBER: Secondary ______ Postsecondary HFT0161

Florida CIP ME06.070100

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ______ 7-9 ______ 9-12 ______ Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: HOTEL TRNG 7 DIST ED 7 TEACH CDE 7 MKTG MGMT 7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to provide management training for a wide variety of supervisory and management occupations in the hotel-motel industry or to provide supplemental training for persons previously or currently employed in these occupations (2006199).

The content includes, but is not limited to, management and supervisory development, management theory, decision making, organization, communications, human relations, leadership training, personnel, security, sanitation, food and beverage management, sales, accounting, housekeeping, energy management, maintenance and engineering, marketing, property, resort, and convention management, and applicable local, state and federal laws.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. The student should gain the competence required to manage each department of the hotel or motel and overall management of the facility.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 7.0; Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 1260 hours.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01. Demonstrate employability skills.
02. Demonstrate human relations, leadership, and communications skills.
03. Demonstrate mathematical skills.
04. Apply basic economic and marketing concepts.
05. Demonstrate health, safety, and security practices.
06. Identify organization and functions of hospitality industry.
07. Demonstrate supervisory, human relations, communications, and training skills.

08. Demonstrate food service and beverage sanitation.
09. Demonstrate food and beverage management and services.
10. Demonstrate knowledge of accounting procedures.
11. Demonstrate security management.
12. Plan food purchase and production.
13. Plan energy management.
14. Demonstrate marketing management and sales promotion concepts.
15. Identify procedure for property maintenance and engineering.
16. Plan property management.
17. Plan convention management and services.
18. Plan housekeeping management.
19. Demonstrate laws affecting hospitality industry.
20. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ____________

PROGRAM TITLE: Hotel/Motel Management POSTSECONDARY NUMBER: HFT0161

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge of how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 DEMONSTRATE HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Apply verbal skills.
02.02 Write business letters, memoranda, interroffice communications and reports.
02.03 Apply human relations skills.
02.04 Identify basic leadership skills.
02.05 Identify functions of hospitality industry.

03.0 DEMONSTRATE MATHEMATICS SKILLS--The student will be able to:

03.01 Solve mathematical problems in addition, subtraction, multiplication, and division.
03.02 Apply mathematics skills to solving problems in the hospitality industry.

04.0 APPLY BASIC ECONOMIC AND MARKETING CONCEPTS--The student will be able to:

04.01 Apply basic economic concepts.
04.02 Apply basic marketing concepts.

05.0 DEMONSTRATE HEALTH, SAFETY AND SECURITY PRACTICES--The student will be able to:

05.01 Demonstrate general safety practices.
05.02 Demonstrate general sanitation and hygienic principles.
05.03 Demonstrate security practices.
05.04 Recognize emergency situations.

06.0 IDENTIFY ORGANIZATION AND FUNCTION OF HOSPITALITY INDUSTRY--The student will be able to:

06.01 Identify career opportunities in hospitality industry.
06.02 Trace development of hospitality industry.
06.03 Analyze organizational structure of hotel operations.
06.04 Identify mission of food and beverage department.
06.05 Identify mission of personnel, accounting, and sales.
06.06 Identify future trends in hospitality industry.

07.0 DEMONSTRATE SUPERVISORY, HUMAN RELATIONS, COMMUNICATIONS, AND TRAINING SKILLS--The student will be able to:

07.01 Describe management functions.
07.02 Describe supervisory functions.
07.03 Describe leadership styles.
07.04 Describe work improvement concepts.
07.05 Describe the supervisor's role as a change agent.
07.06 Describe the steps in staff recruitment and selection.
07.07 Describe the procedures for staff orientation and training.
07.08 Describe procedures for employee performance evaluation.
07.09 Describe procedures for wage and salary administration.
07.10 Describe internal communications processes.
07.11 Demonstrate motivational techniques.
07.12 Describe disciplinary processes.
07.13 Demonstrate conflict resolution.
07.14 Describe employee groups.

07.15 Describe the functions and purposes of employee unions.
07.16 Describe labor control systems.
07.17 Describe management development.
07.18 Identify need for effective communications.
07.19 Describe factors that impede effective communications.
07.20 Demonstrate effective interview techniques.
07.21 Describe communications factors that influence leadership.
07.22 Develop training plans for a training program.
07.23 Demonstrate oral communications techniques.
07.24 Identify principles of managing training programs.
07.25 Describe procedures for performing a task analysis.
07.26 Drdvtonr procedures for hiring training employees.
07.27 Identify learning principles.
07.28 Identify principles of individualized instruction.
07.29 Identify principles of group training methods.
07.30 Describe procedures for evaluating training programs.
07.31 Identify communications concepts in training programs.
07.32 Develop team-building strategies.
07.33 Identify effective coaching and counseling techniques.
07.34 Develop a plan for the implementation of training programs.

08.0 DEMONSTRATE FOOD SERVICE AND BEVERAGE SANITATION--The student will be able to:

08.01 Identify the reasons for safe food storage.
08.02 Identify types of contamination and food borne illness.
08.03 Describe the procedure for purchasing safe food.
08.04 Identify methods of protecting food in preparation and service.
08.05 Identify safe food handling procedures.
08.06 Develop a plan for employee sanitation training.
08.07 Identify methods of keeping facilities and equipment sanitary.
08.08 Identify cleaning and sanitizing principles.
08.09 Demonstrate methods of housekeeping management.
08.10 Demonstrate pest control.
08.11 Identify methods of sanitary food service management.
08.12 Identify sanitary regulations and standards.
08.13 Demonstrate accident prevention.

09.0 DEMONSTRATE FOOD AND BEVERAGE MANAGEMENT AND SERVICES--The student will be able to:

09.01 Trace growth and development of food and beverage industry.
09.02 Identify basic food and beverage management functions.
09.03 Identify trends in food and beverage industry.
09.04 Identify food preparation and service techniques.
09.05 Identify food service and beverage facilities and equipment.
09.06 Demonstrate purchasing, storage, and inventory controls.
09.07 Demonstrate sanitation and safety practices.
09.08 Identify food and beverage controls and standards.
09.09 Identify food and beverage control systems.
09.10 Develop a food and beverage operating budget.
09.11 Develop a plan for labor cost control.

10.0 DEMONSTRATE KNOWLEDGE OF ACCOUNTING PROCEDURES--The student will be able to:

10.01 Identify front office accounting procedures.
10.02 Identify night audit accounting procedures.
10.03 Identify basic accounting principles and terminology.
10.04 Prepare journals and ledgers.
10.05 Prepare trial balance with adjustments.
10.06 Prepare balance sheet.
10.07 Prepare income statement.
10.08 Prepare statements of changes in financial position.
10.09 Calculate fixed assets, inventory, and operating expenses.

10.10 Prepare equity accounts.
10.11 Prepare sales accounting records.
10.12 Prepare payroll accounting records.

11.0 DEMONSTRATE SECURITY MANAGEMENT--The student will be able to:

11.01 Identify nature and scope of security problems in hospitality industry.
11.02 Identify types of perimeter security.
11.03 Identify electric and electronic security devices.
11.04 Demonstrate procedures for storage and protection of valuables.
11.05 Identify functions of protection department.
11.06 Describe security of hospitality facilities.
11.07 Describe security training and supervision.
11.08 Identify the reasons for maintaiing internal and external security cooperation.
11.09 Identify methods of insuring guest protection.
11.10 Identify security measures for riot and civil disturbances.
11.11 Identify security measures for bomb threats and bombing.
11.12 Identify security measures for fire and natural disasters.

12.0 PLAN FOOD PURCHASE AND PRODUCTION--The student will be able to:

12.01 Describe the development and function of the food service industry.
12.02 Identify kitchen operations.
12.03 Identify preparation methods for stocks, sauces, and soups.
12.04 Identify procedures for meat and poultry selection, cooking, and handling.
12.05 Identify procedures for vegetable and fruit handling and cooking.
12.06 Identify procedures for preparation of eggs, cheese, milk and cereals.
12.07 Identify procedures for preparation of baked goods and desserts.
12.08 Develop a plan for organization and functions of food purchasing.
12.09 Identify mechanics of food buying.
12.10 Identify importance of food specifications and testing.
12.11 Identify receiving and storeroom functions.
12.12 Identify internal food control systems.
12.13 Identify future and trends in food service industry.
12.14 Identify sources of information for food purchases.

13.0 PLAN ENERGY MANAGEMENT--The student will be able to:

13.01 Identify energy concerns and problems in the hospitality industry.
13.02 Identify impact of energy on hospitality industry.
13.03 Identify energy management techniques.
13.04 Develop an energy management plan for a hotel with complete facilities.
13.05 Identify techniques for organizing energy programs.
13.06 Identify energy assessment practices.
13.07 Identify property energy systems.
13.08 Identify energy survey and audit practices.
13.09 Identify utilities management principles.
13.10 Identify energy consumption and conservation methods.

14.0 DEMONSTRATE MARKETING MANAGEMENT AND SALES PROMOTION CONCEPTS--The student will be able to:

14.01 Plan a pre-sales program.
14.02 Identify sales planning procedures.
14.03 Develop a sales promotion budget.
14.04 Identify personal selling concepts.
14.05 Identify multi-media advertising methods.
14.06 Develop a publicity and public relations plan.
14.07 Discuss importance of internal selling.
14.08 Identify external sales agencies.
14.09 Identify types of special promotions.
14.10 Identify techniques for promoting room sales.
14.11 Identify techniques for promoting food and beverage sales.
14.12 Identify methods for evaluating sales programs.

15.0 IDENTIFY PROCEDURES FOR PROPERTY MAINTENANCE AND ENGINEERING--The student will be able to:

15.01 Identify trends and functions of maintenance and engineering.

15.02 Identify role of chief engineer.
15.03 Identify uses of blueprints.
15.04 Identify basic electric principles.
15.05 Identify electric codes.
15.06 Identify appliance, heat and lighting principles.
15.07 Identify types of motors.
15.08 Identify water distribution principles.
15.09 Identify fixture and drainage systems.
15.10 Identify heating systems.
15.11 Identify refrigeration systems.
15.12 Identify ventilation systems.
15.13 Identify air conditioning systems.
15.14 Identify pool maintenance procedures.
15.15 Identify elevator and escalator maintenance procedures.
15.16 Identify sound control methods.
15.17 Identify pollution control methods.
15.18 Identify engineering safety procedures.

16.0 PLAN PROPERTY MANAGEMENT--The student will be able to:

16.01 Identify responsibilities of a property manager.
16.02 Identify cost, cost trends, and controls for property operations and maintenance.
16.03 Develop a budget for leasing and contract maintenance.
16.04 Calculate replacement versus repair costs.
16.05 Identify planning functions of property management.
16.06 Identify staffing requirements of a hotel property.
16.07 Develop a plan for personnel assignments and scheduling.

17.0 PLAN CONVENTION MANAGEMENT AND SERVICES--The student will be able to:

17.01 Identify scope and segments of convention market.
17.02 Identify potential convention groups.
17.03 Identify factors affecting convention site selection.
17.04 Identify convention sales techniques.
17.05 Identify the steps in the sales process.
17.06 Identify customer services.
17.07 Identify convention servicing requirements.

18.0 PLAN HOUSEKEEPING MANAGEMENT FUNCTIONS--The student will be able to:

18.01 Develop a plan for housekeeping department operations.
18.02 Identify housekeeping management functions.

19.0 IDENTIFY LAWS AFFECTING HOSPITALITY INDUSTRY--The student will be able to:

19.01 Identify legal rights of guests.
19.02 Identify legal rights and responsibilities of innkeepers.
19.03 Identify liabilities of innkeepers.
19.04 Identify applicable wage and hour laws.
19.05 Identify laws affecting hiring practices.
19.06 Identify labor relations laws.
19.07 Identify public health and safety laws.
19.08 Identify license and beverage regulations.
19.09 Identify warranties and product liabilities.
19.10 Identify taxes affecting the hospitality industry.
19.11 Identify antitrust laws.
19.12 Identify the parts of franchising and management contracts.
19.13 Identify contents of group, convention, and banquet contracts.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define entrepreneurship.
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Import/Export Marketing

CODE NUMBER: Secondary ________ Postsecondary MKA0092

Florida CIP ME08.070300

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational __X__ Other 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7 WHOLESAL 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as import clerks (214.467-010), importer (185.157-018), or import-export agent (184.117-022), or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying and financing goods and services imported or for export.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program and should be used to apply theory to the operation of an import/export business.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevent to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 540 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of import or export products.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to import or export marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.
10. Demonstrate employability skills.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ______________

PROGRAM TITLE: Import/Export Marketing POSTSECONDARY NUMBER: MKA0092

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Demonstrate the steps of a sale.
03.02 Recognize consumer buying motives.
03.03 Identify the types of consumer behavior.
03.04 Identify various types of customer approaches such as greeting, merchandise, and service.
03.05 Determine the proper time to approach a customer to open a sale.
03.06 Identify techniques for handling different customer types: the casual looker, the decided, and undecided customer.
03.07 Develop a written feature-benefit analysis sheet for a product.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Distinguish between the kinds of displays.
04.05 Identify the parts of an advertisement.
04.06 Identify the most appropriate display for given types of merchandise.
04.07 Prepare an ad layout.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing in merchandising.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedure for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Demonstrate a knowledge of pricing policies.
06.08 Calculate markup as a percentage of cost.
06.09 Calculate markup as a percentage of retail.
06.10 Calculate markdowns on merchandise.
06.11 Calculate open-to-buy.
06.12 Complete and invoice, purchase order, and packing slip.

06.13 Calculate discount date, due date, and amount of payment on an invoice.
06.14 Select the most beneficial discount terms for an invoice.
06.14 Select the most beneficial discount terms for an invoice.
06.15 Calculate the amount of merchandise to be recorded utilizing model stocks.
06.16 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Explain the role of marketing in the free enterprise system.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Describe ways to protect the body from injury on a job.
08.02 Recognize basic safety hazards.
08.03 Practice accident prevention.
08.04 Explain the importance of receiving-checking-marking operations.
08.05 Describe the importance of security.
08.06 Demonstrate an understanding of credit policies and procedures.
08.07 Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.08 Demonstrate an understanding of receiving procedures and policies.
08.09 Demonstrate an understanding of the movement of goods to and from the store.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Understand the importance of product and service technology.
09.02 Utilize available sources to obtain product knowledge.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

11.01 Demonstrate knowledge of the functions of management.
11.02 List and describe the various types of management styles.
11.03 Differentiate between the various types of business organizations.

12.0 DEMONSTRATE KNOWLEDGE OF IMPORT AND EXPORT LAWS, RULES AND REGULATIONS--The student will be able to:

12.01 Appraise the effects of various laws, rules and regulations to import/export businesses.
12.02 Acquire the information necessary to comply with the various laws, rules and regulations affecting import/export businesses.

13.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

13.01 Define entrepreneurship.
13.02 Describe the importance of entrepreneurship to the American economy.
13.03 List the advantages and disadvantages of business ownership.
13.04 Identify the risks involved in ownership of a business.
13.05 Identify the necessary personal characteristics of a successful entrepreneur.
13.06 Identify the business skills needed to operate a small business efficiently and effectively.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ____________

PROGRAM TITLE: Insurance Marketing POSTSECONDARY NUMBER: RM10090

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Identify the different insurable risks to which an individual or business is exposed.
03.02 Recommend the proper insurance coverages available to safeguard against those risks.
03.03 Recommend the terms, conditions, and limits that should be contained in the various insurance contracts.
03.04 Recommend, if warranted, alternate methods of dealing with the risks.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing/selling in merchandising of insurance.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Discuss the origin of insurance and its development up to the present time.
07.02 Explain why the institution of insurance is needed by society.
07.03 State and explain the difference between insurance and gambling.
07.04 Define the technical terms used in the insurance business.
07.05 Understand and explain the application to insurance of the "law of large numbers" and the "theory of probability."
07.06 Explain the characteristics of an insurable hazard.
07.07 List and discuss alternate methods of dealing with risk.
07.08 List and explain the characteristics of the insurance contract.

07.09 List the prerequisites to an enforceable contract.
07.10 Define and understand the application of the doctrines peculiar to the insurance contract.
07.11 List and discuss the different types of insurance carriers.
07.12 Explain the background of insurance regulation and its development up to the present time.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 List and discuss the various functions of an insurance company.
08.02 Explain the organization and workings of the underwriting function.
08.03 Explain the underwriting function as it influences other functions.
08.04 Discuss the agency policy of insurance companies.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Explain the terms, conditions, and coverages found in the standard fire policy.
09.02 List and explain the purposes of the forms that can be added to the standard fire policy.
09.03 Understand and discuss the standard clauses found in various fire and allied forms.
09.04 List and explain the various dwelling coverage forms available.
09.05 List and explain the various commercial coverage forms available.
09.06 Understand and discuss the different types of insurance contracts available to cover consequential and contingent losses.
09.07 Understand the procedure followed in the rating of fire and allied lines insurance contracts, and demonstrate this understanding.
09.08 Explain the purpose and scope of the special flood and windstorm programs.
09.09 Discuss the origin of inland marine insurance and its development up to the present time.
09.10 Understand and discuss the basic inland marine policy.
09.11 List the major personal inland marine coverages and explain their uses and differences.
09.12 List the major commercial inland marine coverages and explain their use and purpose.
09.13 Understand the procedure followed in the rating of inland marine insurance contracts and demonstrate this understanding.
09.14 Discuss the origin of ocean marine insurance.
09.15 List and discuss the divisions of ocean marine insurance.
09.16 List and define the implied warranties in ocean marine insurance.
09.17 Explain the liability of an ocean carrier for the property of others.
09.18 List and explain the nature of the insurable interests in an ocean marine venture.
09.19 Define the common ocean marine terms associated with the settlement of losses.
09.20 List and understand the ocean marine perils.
09.21 Explain the purpose of the basic ocean marine clauses.
09.22 Discuss the coverage afforded by the ocean marine policies.
09.23 Understand the procedure followed in the rating of ocean marine contracts and demonstrate this understanding.
09.24 Discuss the principles and application of the law of negligence.
09.25 List and discuss the broad division of general liability insurance.
09.26 Discuss the different personal liability coverages and explain the differences among them.
09.27 Discuss the different commercial liability coverages and explain the application to practical situations.
09.28 Understand the procedure followed in the rating of general liability insurance and demonstrate this understanding.
09.29 Discuss the negligence liability of automobile owners and operators.
09.30 Explain the various automobile liability insurance plans.
09.31 Discuss the different automobile insurance policies and explain the differences among them.
09.32 List and explain the different types of automobile coverages.
09.33 Understand the procedure followed in the rating of automobile insurance and demonstrate this understanding.
09.34 Discuss the purpose and operation of the Florida Joint Underwriters Association (FJUA).
09.35 Explain the Florida Automobile Reparation Reform Act (Personal Injury Protection-PIP).
09.36 Discuss the negligence liability of employers.

09.37 Discuss the origin of Workmen's Compensation and its development up to the present time.
09.38 Discuss the coverages, endorsements, conditions and exclusions found in Workmen's Compensation policies.
09.39 Understand the workings of the various Workmen's Compensation retrospective rating plans and demonstrate this understanding.
09.40 Understand the procedure followed in the rating of Workmen's Compensation insurance and demonstrate this understanding.
09.41 Discuss the purpose and operation of the assigned risk plan.
09.42 Discuss the nature of the boiler and machinery hazard.
09.43 List and explain the basic coverages found in boiler and machinery policies.
09.44 Explain the use and purpose of the various boiler and machinery endorsements.
09.45 Discuss the various policy provisions found in boiler and machinery policies.
09.46 Understand the procedure followed in the rating of boiler and machinery insurance and demonstrate this understanding.
09.47 Define the basic crime terms.
09.48 Discuss the different personal crime policies.
09.49 List and discuss the basic and miscellaneous commercial crime coverage forms.
09.50 Explain the purposes, advantages and disadvantages of crime deductibles.
09.51 Demonstrate an understanding of the procedure followed in the rating of crime insurance.
09.52 Discuss the comprehensive glass policy.
09.53 Demonstrate an understanding of the procedure followed in the rating of plate glass insurance.
09.54 Explain the purposes of fidelity bonds.
09.55 Define certain basic terms used in the fidelity field.
09.56 List and discuss the different types of fidelity bonds.
09.57 Demonstrate an understanding of the procedure followed in the rating of fidelity bonds.
09.58 Explain the differences between suretyship and insurance.
09.59 List and identify the parties to a surety bond.
09.60 List and discuss the different types of surety bonds.
09.61 Demonstrate an understanding of the procedure followed in the rating of surety bonds.
09.62 Discuss the development of the Homeowners policy.
09.63 Determine the types of risks that are eligible for the Homeowners program.
09.64 State the limits of liability required under the various Homeowners forms.
09.65 List and discuss the basic Homeowners coverage forms.
09.66 Discuss the various optional Homeowners coverage forms.
09.67 Explain the application of the mandatory Homeowners deductibles and discuss the optional deductibles available.
09.68 Demonstrate an understanding of the procedure followed in the rating of Homeowners contracts.
09.69 Discuss the history and concept of commercial multiple line insurance.
09.70 Define the above coverage risk and explain how this is reflected in the rate.
09.71 List and discuss the advantages of packaging.
09.72 List and discuss the various commercial multiple line programs.
09.73 Understand the procedure followed in the rating of commercial multiple line programs and demonstrate this understanding.
09.74 Explain the requirements necessary to underwrite and sell aviation insurance.
09.75 Discuss the origin of life insurance.
09.76 Explain why life insurance is needed by our society.
09.77 Define the terms used in life insurance.
09.78 Identify and explain the various types of life insurance.
09.79 Explain the basic life insurance policy and its provisions.
09.80 Identify and explain the payment procedures and options for life insurance.
09.81 Explain Florida's rules and regulations relative to life insurance.
09.82 Define health insurance.
09.83 Explain the importance of the health insurance application form.
09.84 Identify and explain the difference between individual and group health insurance.
09.85 Discuss the importance of uniform provisions in a health insurance policy.

09.86 Explain rating system of health insurance.
09.87 Discuss the deductibles and co-insurance clauses in health insurance.
09.88 Explain the marketing concepts for the health insurance market as it affects the various age and economic levels of society.
09.89 Discuss the importance of proper completion of an accident insurance application.
09.90 Discuss the reasons for deductibles and co-insurance clauses of accident insurance.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

11.01 List and discuss the various functions performed by an insurance agency.
11.02 Explain the personnel management of an insurance agency.
11.03 Discuss the different ways functions can be divided in an insurance agency.
11.04 Discuss how functions are coordinated in an insurance agency.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

12.01 Define entrepreneurship.
12.02 Describe the importance of entrepreneurship to the American economy.
12.03 List the advantages and disadvantages of business ownership.
12.04 Identify the risks involved in ownership of a business.
12.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

COURSE TITLE: Marketing Cooperative Education - OJT

CODE NUMBER: Secondary 8800410 Postsecondary MKA0949

Florida CIP ME08.9999CP

SECONDARY SCHOOL CREDITS Multiple COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational ______ Other 10-12, 30, 31

CERTIFICATION COVERAGE: TEACH CDE 7 DIST ED 7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to provide the on-the-job training component when the cooperative method of instruction is used to prepare students for employment in marketing occupations. On-the-job experiences are provided which will develop occupational competencies required for employment in the occupation chosen by the student as a career choice or provide experiences that further develop the competencies acquired by the student in an in-school job preparatory program.

II. **LABORATORY ACTIVITIES:** A work station is provided as required to support the on-the-job training activities of the student.

III. **SPECIAL NOTE:** The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional course.

For the on-the-job training component, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed. The teacher/coordinator must visit each job site a minimum of once during each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the training plan.

A student may enroll in the Marketing Cooperative Education-OJT course while concurrently enrolled in a marketing education job preparatory program or after completing one semester of classroom instruction in a job preparatory marketing education program.

The Cooperative - OJT course may be taken by a student for one or more semesters. A student may earn multiple credits in this course. The specific student performance standards which the student must master to earn credit must be specified in the OJT training plan.

IV. **INTENDED OUTCOMES:** After successfully completing this course, the student will be able to:

01. Perform designated job skills.
02. Demonstrate work ethics.

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STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: 8800110

PROGRAM TITLE: Marketing Cooperative Education - OJT
POSTSECONDARY NUMBER: MKA0949

01.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

01.01 Perform tasks as outlined in the training plan.
01.02 Demonstrate job performance skills.
01.03 Demonstrate safety procedures on the job.
01.04 Maintain appropriate records.
01.05 Attain an acceptable level of productivity.
01.06 Demonstrate appropriate dress and grooming habits.

02.0 DEMONSTRATE WORK ETHICS--The student will be able to:

02.01 Follow directions.
02.02 Demonstrate good human relations skills on the job.
02.03 Demonstrate good work habits.
02.04 Demonstrate acceptable business ethics.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Marketing and Distribution

CODE NUMBER: Secondary 8827100 Postsecondary MKA0001

Florida CIP ME08.9999SP

SECONDARY SCHOOL CREDITS 2 COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational x Other 10-12, 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment in a wide range of activities that direct the flow of goods and services, including their appropriate utilization, from the producer to the consumer or user. Through individualized instruction, students progress in the specific occupation chosen as their career goal.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying, financing, and market research. Emphasis is on the development of skills, knowledge, and attitudes related to the creation and fulfillment of the demand for goods and services in a private enterprise economic system.

Listed below are the courses that comprise this program when offered at the secondary level:

8827110 Marketing and Distribution 1
8827120 Marketing and Distribution 2

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Equipment and supplies should be provided to enhance hands-on experiences for students in the occupation chosen as a career goal.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 300 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

Marketing and Distribution - Continued

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate communication skills.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of products.
05. Develop a merchandising plan.
06. Perform merchandising math operations unique to marketing.
07. Identify basic economic principles.
08. Demonstrate basic economic principles.
09. Describe the operations functions of marketing.
10. Identify applications of product and service technology.
11. Develop a plan for a tentative career in marketing.
12. Demonstrate employability skills.
13. Demonstrate an understanding of entrepreneurship.
14. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: 8827100

PROGRAM TITLE: Marketing and Distribution
POSTSECONDARY NUMBER: MKA0001

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Demonstrate those interpersonal skills, such as punctuality, initiative, courtesy, loyalty, and honesty, needed for successful entry and progress in marketing occupations.
01.02 Exhibit the ability to get along with others in a job situation.

02.0 DEMONSTRATE COMMUNICATION SKILLS--The student will be able to:

02.01 Speak, effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology, such as in a sales presentation or when demonstrating store procedures.
02.02 Demonstrate telephone etiquette in a business situation.
02.03 Demonstrate good listening skills.
02.04 Write business letters clearly and concisely.
02.05 Follow written and oral instructions in job situations.
02.06 Conduct a meeting utilizing parliamentary procedure.
02.07 Demonstrate effective oral communications skills.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Demonstrate the steps of a personal sale.
03.02 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
03.03 Demonstrate an effective sales presentation, including steps of a sale; consumer buying motives; types of approaches, such a greeting, merchandise, and service; proper time to approach a customer to open a sale; and feature-benefit analysis.
03.04 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
03.05 Demonstrate the proper way to fold, wrap, and bag merchandise after a sale.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 Prepare advertising layouts for newspapers, magazines, and fliers.
04.02 Prepare a television and a radio commercial.
04.03 Create displays such as window, ledge, island, and point-of-sale, using design principles such as color and balance.
04.04 Draw and label the color wheel.
04.05 Develop a public relations campaign using recognized advertising techniques.

05.0 DEVELOP A MERCHANDISING PLAN--The student will be able to:

05.01 Develop a six-month merchandising plan for one or more products including market research, budgeting pricing, planned sales, stock turn, and planned purchases.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Calculate percentages, decimals, and fractions.
06.03 Handle basic types of customer sales transactions, including cash, checks, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedures for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Calculate markup as a percentage of cost.
06.08 Calculate markup as a percentage of retail.
06.09 Calculate markdowns on merchandise.
06.10 Calculate open-to-buy.
06.11 Complete a purchase order, invoice, and packing slip.

06.12 Calculate a discount date, due date, and amount of payment on an invoice.
06.13 Calculate the amount of merchandise to be recorded utilizing model stocks.

07.0 IDENTIFY BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 State and compare the three major types of economic systems.
07.02 Explain the purpose of marketing in the free enterprise system.
07.03 Explain the concept "supply and demand."
07.04 Describe the role of the consumer in the free enterprise system.
07.05 Identify the major components of gross national product.
07.06 Identify economic resources.
07.07 Identify the advantages and disadvantages of the legal forms of business ownership.
07.08 Explain the functions of marketing.
07.09 Describe the channels of distribution.
07.10 Explain the four types of product utility.
07.11 Explain the elements in the marketing mix (price, product, promotion, and place).
07.12 Differentiate among the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.13 Identify current trends that have developed in retailing.

08.0 DEMONSTRATE BASIC ECONOMIC PRINCIPLES--The student will be able to:

08.01 Develop a marketing mix for a product.
08.02 Develop a plan for opening a business.

09.0 DESCRIBE THE OPERATIONS FUNCTIONS OF MARKETING--The student will be able to:

09.01 Identify security procedures for simulated situations.
09.02 Identify various types of credit policies and procedures.
09.03 Explain the importance of receiving, checking, and marking operations.
09.04 Describe ways to protect the body from injury on a job.
09.05 Identify safety hazards in job situations.

10.0 IDENTIFY APPLICATIONS OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

10.01 Explain the importance of product and service technology as it relates to customer satisfaction.
10.02 Identify sources of product knowledge such as labels in garments and charts about cuts of meat.

11.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

11.01 Identify marketing occupations.
11.02 List the various jobs within a selected marketing occupation.
11.03 Diagram a career ladder for the selected marketing occupation.
11.04 Write a job description for each identified job.
11.05 Identify the educational requirements and work experience needed for the selected marketing occupation.

12.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

12.01 Conduct a job search.
12.02 Secure information about a job.
12.03 Identify documents that may be required when applying for a job.
12.04 Complete a job application.
12.05 Demonstrate competence in job interview techniques.
12.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
12.07 Identify acceptable work habits.
12.08 Demonstrate knowledge of how to make job changes appropriately.
12.09 Demonstrate acceptable employee health habits.

13.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

13.01 Define entrepreneurship.
13.02 Describe the importance of entrepreneurship to the American economy.
13.03 List the advantages and disadvantages of business ownership.
13.04 Identify the risks involved in ownership of a business.
13.05 Identify the necessary personal characteristics of a successful entrepreneur.
13.06 Identify the business skills needed to operate a small business efficiently and effectively.

14.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

14.01 Demonstrate data entry procedures.
14.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
14.03 Demonstrate marketing spreadsheet data entry and output procedures.
14.04 Demonstrate marketing spreadsheet data decision making skills.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing COURSE CREDIT: 1
PROGRAM TITLE: Marketing and Distribution PROGRAM NUMBER: 8827100
COURSE TITLE: Marketing and Distribution 1 COURSE NUMBER: 8827110

COURSE DESCRIPTION:

The purpose of this course is to provide students with initial exposure to the knowledges, skills and attitudes for employment in a wide variety of marketing occupations.

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Demonstrate those interpersonal skills, such as punctuality, initiative, courtesy, loyalty, and honesty, needed for successful entry and progress in marketing occupations.
01.02 Exhibit the ability to get along with others.

02.0 DEMONSTRATE COMMUNICATION SKILLS--The student will be able to:

02.01 Speak effectively to customers, co-workers, supervisors, and venders, using proper grammar and terminology, such as in a sales presentation or when demonstrating store procedures.
02.02 Demonstrate telephone etiquette in a business situation.
02.03 Demonstrate good listening skills.
02.04 Write business letters clearly and concisely.
02.05 Follow written and oral instructions in job situations.
02.06 Conduct a meeting utilizing parliamentary procedure.
02.07 Demonstrate effective oral communications.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Demonstrate the steps of a personal sale.
03.02 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
03.03 Demonstrate an effective sales presentation, including steps of a sale; consumer buying motives; types of approaches, such as greeting, merchandise, and service; proper time to approach a customer to open a sale; and feature-benefit analysis.
03.04 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
03.05 Demonstrate the proper way to fold, wrap, and bag merchandise after a sale.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 Prepare advertising layouts for newspapers, magazines, and fliers.
04.02 Prepare a television and a radio commercial.
04.03 Create displays such as window, ledge, island, and point-of-sale, using design principles such as color and balance.
04.04 Draw and label the color wheel.
04.05 Develop a public relations campaign using recognized advertising techniques.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Calculate percentages, decimals, and fractions.
06.03 Handle basic types of customer sales transactions, including cash, checks, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedures for a cash register.

07.0 DEMONSTRATE BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 State and compare the three major types of economic systems.
07.02 Explain the purpose of marketing in the free enterprise system.
07.03 Explain the concept "supply and demand."
07.04 Describe the role of the consumer in the free enterprise system.
07.05 Identify the major components of gross national product.
07.06 Identify economic resources.
07.07 Identify the advantages and disadvantages of the legal forms of business ownership.

07.08 Explain the functions of marketing.
07.09 Describe the channels of distribution.
07.10 Explain the four types of product utility.
07.11 Explain the elements in the marketing mix (price, product, promotion, and place).
07.12 Differentiate among the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.13 Identify current trends that have developed in retailing.

11.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

11.01 Identify marketing occupations.
11.02 List the various jobs within a selected marketing occupation.
11.03 Diagram a career ladder for the selected marketing occupation.

12.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

12.01 Conduct a job search.
12.02 Secure information about a job.
12.03 Identify documents that may be required when applying for a job.
12.04 Complete a job application.
12.05 Demonstrate competence in job interview techniques.
12.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
12.07 Identify acceptable work habits.
12.08 Demonstrate knowledge of how to make job changes appropriately.
12.09 Demonstrate acceptable employee health habits.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	Marketing	COURSE CREDIT:	1
PROGRAM TITLE:	Marketing and Distribution	PROGRAM NUMBER:	8827100
COURSE TITLE:	Marketing and Distribution 2	COURSE NUMBER:	8827120

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations.

05.0 DEVELOP A MERCHANDISING PLAN--The student will be able to:

05.01 Develop a six-month merchandising plan for one or more products including market research, budgeting, pricing, planned sales, stock turn, and planned purchases.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Calculate markup as a percentage of cost.
06.08 Calculate markup as a percentage of retail.
06.09 Calculate markdowns on merchandise.
06.10 Calculate open-to-buy.
06.11 Complete a purchase order, invoice, and packing slip.
06.12 Calculate discount date, due date, and amount of payment on an invoice.
06.13 Calculate the amount of merchandise to be recorded utilizing model stocks.

08.0 DEMONSTRATE BASIC ECONOMIC PRINCIPLES--The student will be able to:

08.01 Develop a marketing mix for a product.
08.02 Develop a plan for opening a business.

09.0 DESCRIBE THE OPERATIONS FUNCTIONS OF MARKETING--The student will be able to:

09.01 Identify security procedures for simulated situations.
09.02 Identify various types of credit policies and procedures.
09.03 Explain the importance of receiving, checking, and marking operations.
09.04 Describe ways to protect the body from injury on a job.
09.05 Identify safety hazards in job situations.

10.0 IDENTIFY APPLICATIONS OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

10.01 Explain the importance of product and service technology as it relates to customer satisfaction.
10.02 Identify sources of product knowledge such as labels in garments and charts about cuts of meat.

11.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

11.04 Write a job description for each identified job.
11.05 Identify the educational requirements and work experience needed for the selected marketing occupation.

13.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

13.01 Define entrepreneurship.
13.02 Describe the importance of entrepreneurship to the American economy.
13.03 List the advantages and disadvantages of business ownership.
13.04 Identify the risks involved in ownership of a business.
13.05 Identify the necessary personal characteristics of a successful entrepreneur.
13.06 Identify the business skills needed to operate a small business efficiently and effectively.

14.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

14.01 Demonstrate data entry procedures.
14.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
14.03 Demonstrate marketing spreadsheet data entry and output procedures.
14.04 Demonstrate marketing spreadsheet data decision making skills.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

COURSE TITLE: Marketing Education Directed Study

CODE NUMBER: Secondary 8800100 Postsecondary ______

Florida CIP ME08.999901

SECONDARY SCHOOL CREDITS M COLLEGE CREDITS ____ POSTSECONDARY ADULT VOCATIONAL CREDITS ____

APPLICABLE LEVEL(S): ____ 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

____ Postsecondary Vocational X Other 11-12, 30-31

CERTIFICATION COVERAGE: ANY VOCATIONAL COVERAGE SPECIFIC TO THE PROGRAM OF STUDY.

I. MAJOR CONCEPTS/CONTENT: The purpose of this course is to provide students with additional competencies in a marketing education program that will enhance their opportunities for employment in the occupation chosen by the student.

The content is prescribed by the instructor based upon the individual student's assessed needs for the directed study.

II. LABORATORY ACTIVITIES: A work station is provided as required to support the training activities of the student.

III. SPECIAL NOTE: The Distributive Education Clubs of America is an appropriate vocational student organization for providing leadership training experiences and reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional course.

This course may be taken only by a student who has completed or is currently completing all of the courses prescribed in the Course Code Directory for a specific secondary marketing job preparatory program and needs additional study in this program. A student may earn multiple credits in this course.

Listed below are criteria for selection of students for continuance in a specific marketing education program:

1. Student consistently makes D's on written and performance tests covering technical information and performance which is given to all students in the program.
2. Student's rate of absence continually reflects the maximum allowed by local school board policy.
3. Student regularly does not meet deadlines for work assigned or does not exhibit a willingness to be punctual.

The specific student performance standards which the student must master to earn credit must be outlined in an individualized course of study.

Students enrolled in this course must be reported using the Marketing Course Code Directory program number that most closely relates to the marketing instruction that the student has received.

IV. INTENDED OUTCOMES: After successfully completing this course, the student will be able to:

01. Perform the specified student performance standards identified through the instructors assessment process for determining individual student needs.

02. Demonstrate a knowledge of the basic skills in mathematics and language appropriate for the chosen occupation.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
SECONDARY NUMBER: 8800100

COURSE TITLE: Marketing Education Directed Study
POSTSECONDARY NUMBER: ____________

01.0 PERFORM THE SPECIFIED STUDENT PERFORMANCE STANDARDS IDENTIFIED THROUGH THE INSTRUCTORS ASSESSMENT PROCESS FOR DETERMINING INDIVIDUAL STUDENT NEEDS--The student will be able to:

01.01 Follow prescribed procedures.
01.02 Display increasingly higher levels of productivity.
01.03 Demonstrate the additional competencies and skills in the specified marketing program.

02.0 DEMONSTRATE A KNOWLEDGE OF THE BASIC SKILLS IN MATHEMATICS AND LANGUAGE APPROPRIATE FOR THE CHOSEN OCCUPATION--The student will be able to:

02.01 Use addition, subtraction, multiplication, and division to solve problems encountered in the chosen occupation.
02.02 Read, understand, and find information relative to the chosen occupation.
02.03 Write logical and grammatically correct statements with correct spelling appropriate for the chosen occupation.

CURRICULUM FRAMEWORK
PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION
EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Marketing Management

CODE NUMBER: Secondary ______ Postsecondary ______

Florida CIP ME06.140100

SECONDARY SCHOOL CREDITS ______
COLLEGE CREDITS X
POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ______ 7-9 ______ 9-12 ______ Postsecondary Adult Vocational

X Postsecondary Vocational ______ Other ______

CERTIFICATION COVERAGE:

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment in organizations and businesses for or not for profit as buyers, retail and wholesale (10240804), sales managers, wholesale and retail (20020800), managers of auto parts departments (20061614), all other managers (20061699), or to provide supplemental training for persons previously or currently employed in these activities.

The content includes management of sales, merchandise, transportation, storage, promotion, operations, finance, personnel, market research, and components of marketing strategy.

Instruction is structured to meet the requirements for gainful employment and entrepreneurship at management levels. This program may be offered as a generalized marketing and distribution management program or may be offered to provide management training in marketing occupations in industry areas such as;

Fashion Marketing (Apparel, Accessories, Home Furnishings)
Business and Personal Services Marketing
Finance and Credit Services Marketing
Floristry, Farm and Garden Supplies and Services Marketing
Food Marketing
Import/Export Marketing
Industrial and Institutional Marketing
Hardware, Building Materials, Equipment, and Office Products Marketing
Hospitality Marketing (Hotel/Motel, Recreation and Tourism, Restaurant)
Insurance Marketing
Transportation and Warehousing Services Marketing
Vehicle and Petroleum Marketing (Auto Sales, Service, Rental, Leasing, Parts)
Real Estate
Marketing Services (Advertising, Promotion, Public Relations, Research)
General Merchandise Marketing (Department Store, Variety Store, Discount Store)

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. Equipment and supplies appropriate to the marketing and management areas should be provided.

III. **SPECIAL NOTE:** The Delta Epsilon Chi Division of the Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructinal objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is an associate degree.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Plan sales promotion techniques and procedures to the marketing of products and services.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to products and services marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.
10. Demonstrate employability skills.
11. Understand the role of the manager and the entrepreneur.
12. Develop a business plan.
13. Obtain technical assistance.
14. Plan the marketing strategy.
15. Locate the business.
16. Finance the business.
17. Deal with legal issues.
18. Comply with governmental regulations.
19. Manage the business.
20. Manage human resources.
21. Promote the business.
22. Manage sales.
23. Keep business records.
24. Understand the importance of management information systems.
25. Manage finances.
26. Manage customer credit and collections.
27. Protect the business.
28. Operate computers utilizing software appropriate to marketing.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ____________

PROGRAM TITLE: Marketing Management POSTSECONDARY NUMBER: ME06.140100

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Explain the difference between personal and nonpersonal selling.
03.02 Demonstrate the steps of a sale.
03.03 Recognize consumer buying motives.
03.04 Identify the types of consumer behavior.
03.05 Identify various types of customer approaches such as greeting, merchandise, and service.
03.06 Determine the proper time to approach a customer to open a sale.
03.07 Identify techniques for handling different customer types: the casual looker, the decided, and undecided customer.
03.08 Develop a written feature-benefit analysis sheet for a product.
03.09 Develop an effective sales presentation.
03.10 Observe, evaluate, and critique a sales demonstration.

04.0 PLAN SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.
04.05 Identify the parts of an advertisement.
04.06 Develop and explain promotional mix.
04.07 Identify the most appropriate display for given types of merchandise.
04.08 Prepare an ad layout.
04.09 Evaluate the effectiveness of an ad.
04.10 Apply design principles when analyzing and/or creating a display.
04.11 Draw and label the color wheel.
04.12 Prepare a promotional plan.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing in merchandising.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedure for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Demonstrate a knowledge of pricing policies.
06.08 Calculate markup as a percentage of cost.
06.09 Calculate markup as a percentage of retail.
06.10 Calculate markdowns on merchandise.
06.11 Calculate open-to-buy.
06.12 Complete and invoice, purchase order, and packing slip.
06.13 Calculate discount date, due date, and amount of payment on an invoice.
06.14 Calculate the amount of merchandise to be recorded utilizing model stocks.
06.15 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Explain the role of marketing in the free enterprise system.
07.02 List and compare the three major types of economic systems.
07.03 Describe the channels of distribution.
07.04 Identify and discuss economic resources.
07.05 Discuss the role of the consumer in the free enterprise system.
07.06 Define the concept "supply and demand."
07.07 Identify and define the functions of marketing.
07.08 Identify and define the four types of product utility.
07.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
07.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.11 Name current trends that have developed in retailing.
07.12 List the major components of GNP.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Understand the importance of safety from a managerial perspective.
08.02 Explain the importance of receiving-checking-marking operations.
08.03 Describe the importance of security.
08.04 Demonstrate an understanding of credit policies and procedures.
08.05 Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.06 Demonstrate an understanding of receiving procedures and practices.
08.07 Demonstrate an understanding of the movement of goods to and from the store.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Understand the importance of product and service technology.
09.02 Utilize available sources to obtain product knowledge.
09.03 Demonstrate product and service technology knowledge and application received for entry into the area of marketing that has been identified as the career objective of the student.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.

10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manage your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEVELOP A BUSINESS PLAN--The student will be able to:

12.01 Understand the importance of a business plan in guiding management decisions.
12.02 Recognize how a business plan should be organized.
12.03 Identify and use the mechanics for developing a business plan.

13.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

13.01 Understand the need for obtaining outside technical consultant assistance.

14.0 PLAN THE MARKETING STRATEGY--The student will be able to:

14.01 Use goods classifications and life cycle analyses as planning tools for marketing.
14.02 Develop and modify marketing mixes for a business.
14.03 Use decision-making tools that aid in evaluating marketing activities.
14.04 Evaluate operations to improve decision making about marketing.
14.05 Identify target markets.

15.0 LOCATE THE BUSINESS--The student will be able to:

15.01 Analyze customer transportation, access, parking, and so forth, relative to alternative site locations.
15.02 Complete a location feasibility study for your business.
15.03 Identify the importance of competition in a feasibility study.

16.0 FINANCE THE BUSINESS--The student will be able to:

16.01 Describe the sources of information available to help in estimating the financing necessary to start a new business.
16.02 Determine the financing necessary to start a business.
16.03 Prepare a projected profit and loss statement and a projected cash flow statement for a business.
16.04 Prepare a loan application package.
16.05 Identify alternative sources of finances.

17.0 DEAL WITH LEGAL ISSUES--The student will be able to:

17.01 Identify your need for legal assistance.
17.02 Identify the provisions that you desire or do not desire in a lease.
17.03 Identify the requirements of a sales contract (such as credit sales or long-term sales).
17.04 Identify the components of a contract.
17.05 Determine your needs for protection of ideas and inventions.

18.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

18.01 Appraise the effects of various regulations on business operations.
18.02 Acquire the information necessary to comply with the various rules and regulations affecting the business.
18.03 Develop policies for the business to comply with government rules and regulations.

19.0 MANAGE THE BUSINESS--The student will be able to:

19.01 Plan goals and objectives for a business.
19.02 Develop an organizational structure for a business.
19.03 Establish control practices and procedures for a business.

20.0 MANAGE HUMAN RESOURCES--The student will be able to:

20.01 Write a job description for a position in a business.
20.02 Develop a training program outline for employees.
20.03 Develop a list of personnel policies for employees in a business.
20.04 Develop an outline for an employee evaluation system.
20.05 Plan a corrective interview with an employee concerning a selected problem.
20.06 Develop a recruitment/selection and retention program for employees.

21.0 PROMOTE THE BUSINESS--The student will be able to:

21.01 Create a promotional plan.
21.02 Describe the techniques used to prepare advertising and promotion.
21.03 Analyze competitive promotional activities.
21.04 Evaluate promotional effectiveness.

22.0 MANAGE SALES--The student will be able to:

22.01 Develop a sales plan for your business.
22.02 Develop policies and procedures for serving customers.
22.03 Develop a plan for the motivating and evaluation of salespeople.

23.0 KEEP BUSINESS RECORDS--The student will be able to:

23.01 Determine who will keep the books for your business and how they will be maintained.
23.02 Describe double-entry bookkeeping.
23.03 Identify the types of journals and ledgers that will be used in a business.
23.04 Identify the types of records that you will use in the business to record sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
23.05 Evaluate your business records.

24.0 UNDERSTAND THE IMPORTANCE OF MANAGEMENT INFORMATION SYSTEMS--The student will be able to:

24.01 Identify relevant management information based on the business' existing records.
24.02 Identify the appropriateness of information at various management decision making levels.
24.03 Identify appropriate applications of when a microcomputer may be applied (or identify microcomputer applications for management decision making).

25.0 MANAGE FINANCES--The student will be able to:

25.01 Explain the importance of cash flow management.
25.02 Identify financial control procedures.
25.03 Identify cash flow patterns.
25.04 Analyze trouble spots in financial management.
25.05 Describe how to prepare an owner's equity financial statement.
25.06 Describe how to compute various financial ratios.
25.07 Analyze financial management ratios applicable to a small business.
25.08 Identify the components of a break-even analysis.
25.09 Compute and analyze break-even point problems.
25.10 Review microcomputer applications for financial management.

26.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

26.01 Understand the legal rights and recourse of credit grantors.
26.02 Understand basic customer credit and collection procedures.
26.03 Identify informational resources and systems that apply to credit and collection procedures.

27.0 PROTECT THE BUSINESS--The student will be able to:

27.01 Prepare policies for a business that will help in minimizing losses due to theft.
27.02 Determine the kinds, amount, and cost of insurance needed by the firm.

28.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

28.01 Demonstrate data entry procedures.
28.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
28.03 Demonstrate marketing spreadsheet data entry and output procedures.
28.04 Demonstrate marketing spreadsheet data decision making skills.

CURRICULUM FRAMEWORK **PROGRAM AREA:** Marketing

FLORIDA DEPARTMENT OF EDUCATION **EFFECTIVE DATE:** July, 1988

PROGRAM TITLE: Parts Marketing

CODE NUMBER: Secondary 8809000 Postsecondary MKA0600

Florida CIP ME08.120301

SECONDARY SCHOOL CREDITS 3 COLLEGE CREDITS _____ POSTSECONDARY ADULT VOCATIONAL CREDITS _____

APPLICABLE LEVEL(S): _____ 7-9 _____ 9-12 _____ Postsecondary Adult Vocational

_____ Postsecondary Vocational X Other 10-12, 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as parts clerks, automotive repair (222.367-042), or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying, and financing goods and services in the parts and accessories industry.

Listed below are the courses that comprise this program when offered at the secondary level:

8809010	Parts Marketing 1
8809020	Parts Marketing 2
8809030	Parts Marketing 3

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. The facility, equipment and supplies should provide the opportunity for students to display, inventory, catalog and sell automotive parts and supplies.

III. **SPECIAL NOTE**: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 900 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Operate office equipment.
02. Demonstrate appropriate human relations skills.
03. Demonstrate the ability to communicate skillfully.
04. Operate shop equipment.
05. Demonstrate knowledge and application of product and service technology.
06. Utilize effective selling techniques and procedures.
07. Receive and stock merchandise.
08. Control inventory.
09. Distribute merchandise.
10. Perform housekeeping and security duties.
11. Demonstrate employability skills.
12. Demonstrate an understanding of entrepreneurship.
13. Understands the role of the manager.

STUDENT PERFORMANCE STANDARDS **EFFECTIVE DATE:** July, 1988
PROGRAM AREA: Marketing **SECONDARY NUMBER:** 8809000
PROGRAM TITLE: Parts Marketing **POSTSECONDARY NUMBER:** MKA0600

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.01 Operate communications equipment.
01.02 Operate Micro-fiche equipment.
01.03 Operate addressograph equipment.
01.04 Operate credit card printers.
01.05 Operate copy equipment.
01.06 Operate time clock.
01.07 Operate cash register.
01.08 Operate computer terminal.
01.09 Operate calculators.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS SKILLS--The student will be able to:

02.01 Ask questions of customers and employers.
02.02 Demonstrate tact - customers, co-workers, suppliers.
02.03 Manage time effectively.
02.04 Recognize value of position to company in terms of compensation.
02.05 Earn respect of customer.
02.06 Set goals and objectives.
02.07 Demonstrate initiative.
02.08 Recognize personal limitations.
02.09 Show concern for customer needs.
02.10 Display courtesy.
02.11 Maintain confidentiality.
02.12 Demonstrate pride and loyalty to company.
02.13 Accept authority and responsibility.
02.14 Apply basic writing skills.
02.15 Apply basic reading skills.
02.16 Apply basic math skills.
02.17 Develop good personal hygiene and grooming habits.
02.18 Follow company policy and procedures.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Write technical reports.
03.02 Take and relay messages.
03.03 Recognize organizational structure.
03.04 Communicate within the organizational structure.
03.05 Use correct verbal communication.
03.06 Demonstrate honesty to customer and company.
03.07 Apply telephone techniques.
03.08 Handle complaints.
03.09 Interpret non-verbal communication.

04.0 OPERATE SHOP EQUIPMENT--The student will be able to:

04.01 Operate wheel dolly.
04.02 Operate chain hoist.
04.03 Operate hose crimping machine.
04.04 Operate bearing press.
04.05 Operate brake drum lathe.
04.06 Use and read shop measuring devices.
04.07 Operate battery tester.
04.08 Operate starter and generator testers.
04.09 Mix paint.

05.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY KNOWLEDGE AND APPLICATION--The student will be able to:

05.01 Identify seasonal products.
05.02 Identify use of chemicals and accessories.
05.03 Identify parts according to various system of vehicles.
05.04 Identify function of parts.
05.05 Technically identify parts.
05.06 Apply technical terminology.
05.07 Participate in manufacturers clinics.

06.0 USE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.01 Handle cash transactions.
06.02 Maintain and update price sheets.
06.03 Maintain and update foreign automotive parts and accessories catalogs.
06.04 Read and interpret paint and body catalogs.
06.05 Read and interpret drive-train catalogs.
06.06 Read and interpret fuel system catalogs.
06.07 Read and interpret internal engine parts catalogs.
06.08 Read and interpret ignition system catalogs.
06.09 Read and interpret electrical system catalogs.
06.10 Read and interpret cooling system catalogs.
06.11 Read and interpret chassis catalogs.
06.12 Read and interpret exhaust system catalogs.
06.13 Read and interpret brake system catalogs.
06.14 Use alphabetical index systems.
06.15 Use Weatherly index system.
06.16 Maintain catalog racks.
06.17 Sell related items.
06.18 Verify credit.
06.19 Set up and maintain displays.
06.20 Write warranty tags.
06.21 Accept checks.
06.22 Greet customer.
06.23 Write invoice.
06.24 Identify customer needs.
06.25 Record lost sales.
06.26 Fill orders.
06.27 Create accessory sales.
06.28 Apply suggestive selling techniques.
06.29 Collect past due accounts.
06.30 Coordinate delivery schedules.
06.31 Assure product delivery.
06.32 Issue and process purchase orders.
06.33 Determine pricing structure for specific customers.
06.34 Process special orders.
06.35 Process credits and returns.
06.36 Process case exchanges.
06.37 Conduct sales.

07.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

07.01 Check in freight.
07.02 Verify part numbers with packing slips.
07.03 Note and report discrepancies.
07.04 Inspect shipments for visual damage before accepting shipment.
07.05 Report damaged merchandise.
07.06 Route packing slips to inventory control.
07.07 Shelve merchandise in proper sequence.
07.08 Rotate stock.
07.09 Price displayed merchandise.
07.10 Organize stockroom.
07.11 Separate and process special orders.
07.12 Use proper safe lifting procedures.

08.0 CONTROL INVENTORY--The student will be able to:

08.01 Return non-stock items.
08.02 Justify shortages of inventory.
08.03 Review and analyze lost sales.
08.04 Identify new products for sales potential.
08.05 Take physical inventory.
08.06 Replenish stock.
08.07 Identify and use inventory classifications.
08.08 Process stock adjustments.
08.09 Match packing slips with invoices.
08.10 Post invoices.
08.11 Post credit memorandums.
08.12 Post packing slips.

09.0 DISTRIBUTE MERCHANDISE--The student will be able to:

09.01 Operate and maintain company vehicle.
09.02 Determine method of shipment.
09.03 Prepare merchandise for shipment.
09.04 Load delivery vehicle.
09.05 Compare shipments to invoices.
09.06 Receive payment or obtain signature on delivery invoice.

10.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

10.01 Open and close store.
10.02 Test security system.
10.03 Secure displayed merchandise.
10.04 Recognize shoplifting situations.
10.05 Maintain clean and orderly store.
10.06 Maintain safety equipment.
10.07 Implement emergency procedures.
10.08 Report faulty equipment.

11.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

11.01 Conduct a job search.
11.02 Secure information about a job.
11.03 Identify documents that may be required when applying for a job.
11.04 Complete a job application form correctly.
11.05 Demonstrate competence in job interview techniques.
11.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
11.07 Identify acceptable work habits.
11.08 Demonstrate knowledge of how to make job changes appropriately.
11.09 Demonstrate acceptable employee health habits.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

12.01 Define entrepreneurship.
12.02 Describe the importance of entrepreneurship to the American economy.
12.03 List the advantages and disadvantages of business ownership.
12.04 Identify the risks involved in ownership of a business.
12.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

13.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

13.01 Understand the functions of management.
13.02 Recommend solutions to marketing problems.
13.03 Differentiate various types of organization structures.
13.04 Understand the importance of proper financial planning.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing COURSE CREDIT: 1

PROGRAM TITLE: Parts Marketing PROGRAM NUMBER: 8809000

COURSE TITLE: Parts Marketing 1 COURSE NUMBER: 8809010

COURSE DESCRIPTION:

This course provides instruction for entry-level employment in the parts marketing industry. The content includes basic skills in the following areas: employability skills; human relations skills; product and service technology knowledge; selling techniques and procedures; receiving and stocking merchandise; and housekeeping duties.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.02 Operate Micro-fiche equipment.
01.03 Operate addressograph equipment.
01.04 Operate credit card printers.
01.05 Operate copy equipment.
01.06 Operate time clock.
01.07 Operate cash register.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS SKILLS--The student will be able to:

02.03 Manage time effectively.
02.04 Recognize value of position to company in terms of compensation.
02.09 Show concern for customer needs.
02.10 Display courtesy.
02.12 Demonstrate pride and loyalty to company.
02.14 Apply basic writing skills.
02.15 Apply basic reading skills.
02.16 Apply basic math skills.
02.17 Develop good personal hygiene and grooming habits.
02.18 Follow company policy and procedures.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.05 Use correct verbal communication.
03.07 Apply telephone techniques.

04.0 OPERATE SHOP EQUIPMENT--The student will be able to:

04.01 Operate wheel dolly.

05.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY KNOWLEDGE AND APPLICATION--The student will be able to:

05.01 Identify seasonal products.
05.06 Apply technical terminology.

06.0 USE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.01 Handle cash transactions.
06.19 Set up and maintain displays.
06.20 Write warranty tags.
06.22 Greet customer.
06.23 Write invoice.
06.26 Fill orders.

07.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

07.01 Check in freight.
07.02 Verify part numbers with packing slips.
07.03 Note and report discrepancies.
07.04 Inspect shipments for visual damage before accepting shipment.
07.05 Report damaged merchandise.
07.06 Route packing slips to inventory control.
07.07 Shelve merchandise in proper sequence.
07.08 Rotate stock.
07.09 Price displayed merchandise.
07.12 Use proper safe lifting procedures.

08.0 CONTROL INVENTORY--The student will be able to:

08.01 Return non-stock items.
08.05 Take physical inventory.

09.0 DISTRIBUTE MERCHANDISE--The student will be able to:

09.03 Prepare merchandise for shipment.
09.04 Load delivery vehicle.
09.05 Compare shipments to invoices.
09.06 Receive payment or obtain signature on delivery invoice.

10.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

10.01 Open and close store.
10.03 Secure displayed merchandise.
10.05 Maintain clean and orderly store.

11.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

11.01 Conduct a job search.
11.02 Secure information about a job.
11.03 Identify documents that may be required when applying for a job.
11.04 Complete a job application form correctly.
11.05 Demonstrate competence in job interview techniques.
11.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
11.07 Identify acceptable work habits.
11.08 Demonstrate knowledge of how to make job changes appropriately.
11.09 Demonstrate acceptable employee health habits.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing
COURSE CREDIT: 1
PROGRAM TITLE: Parts Marketing
PROGRAM NUMBER: 8809000
COURSE TITLE: Parts Marketing 2
COURSE NUMBER: 8809020

COURSE DESCRIPTION:

This course provides instruction for intermediate employment in the parts marketing industry. The content includes intermediate skills in the following areas: human relations skills; operating shop equipment; product and service technology knowledge and application; selling techniques and procedures, receiving and stocking merchandise, inventory control and housekeeping.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.01 Operate communications equipment.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS SKILLS--The student will be able to:

02.01 Ask questions of customers and employers.
02.07 Demonstrate initiative.
02.11 Maintain confidentiality.
02.13 Accept authority and responsibility.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.02 Take and relay messages.
03.06 Demonstrate honesty to customer and company.

04.0 OPERATE SHOP EQUIPMENT--The student will be able to:

04.02 Operate chain hoist.
04.06 Use and read shop measuring devices.
04.09 Mix paint.

05.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY KNOWLEDGE AND APPLICATION--The student will be able to:

05.02 Identify use of chemicals and accessories.
05.07 Participate in manufacturer's clinics.

06.0 USE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.14 Use alphabetical index system.
06.15 Use weatherly index system.
06.18 Verify credit.
06.21 Accept checks.
06.32 Issue and process purchase orders.

07.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

07.10 Organize stockroom.
07.11 Separate and process special orders.

08.0 CONTROL INVENTORY--The student will be able to:

08.08 Process stock adjustments.

09.0 DISTRIBUTE MERCHANDISE--The student will be able to:

09.01 Operate and maintain company vehicle.
09.02 Determine method of shipment.

10.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

10.02 Test security system.
10.04 Recognize shoplifting situations.
10.06 Maintain safety equipment.
10.08 Report faulty equipment.

STUDENT PERFORMANCE STANDARDS		EFFECTIVE DATE:	July, 1988
PROGRAM AREA:	Marketing	COURSE CREDIT:	1
PROGRAM TITLE:	Parts Marketing	PROGRAM NUMBER:	8809000
COURSE TITLE:	Parts Marketing 3	COURSE NUMBER:	8809030

COURSE DESCRIPTION:

This course provides instruction for advanced-level employment in the parts marketing industry. The content includes advanced skills in the following areas: human relations skills; operating office equipment; operating shop equipment; product and service technology knowledge; selling techniques and procedures; and inventory control.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.08 Operate computer terminal.
01.09 Operate calculators.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS SKILLS--The student will be able to:

02.02 Demonstrate tact - customers, co-workers, suppliers.
02.05 Earn respect of customer.
02.06 Set goals and objectives.
02.08 Recognize personal limitations.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Write technical reports.
03.03 Recognize organizational structure.
03.04 Communicate within the organizational structure.
03.08 Handle complaints.
03.09 Interpret non-verbal communication.

Parts Marketing 3 - Continued

04.0 OPERATE SHOP EQUIPMENT--The student will be able to:

- 04.03 Operate hose crimping machine.
- 04.04 Operate bearing press.
- 04.05 Operate brake drum lathe.
- 04.07 Operate battery tester.
- 04.08 Operate starter and generator testers.

05.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY KNOWLEDGE AND APPLICATION--The student will be able to:

- 05.03 Identify parts according to various system of vehicles.
- 05.04 Identify function of parts.
- 05.05 Technically identify parts.

06.0 USE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 06.02 Maintain and update price sheets.
- 06.03 Maintain and update foreign automotive parts and accessories catalogs.
- 06.04 Read and interpret paint and body catalogs.
- 06.05 Read and interpret drive-train catalogs.
- 06.06 Read and interpret fuel system catalogs.
- 06.07 Read and interpret internal engine parts catalogs.
- 06.08 Read and interpret ignition system catalogs.
- 06.09 Read and interpret electrical system catalogs.
- 06.10 Read and interpret cooling system catalogs.
- 06.11 Read and interpret chassis catalogs.
- 06.12 Read and interpret exhaust system catalogs.
- 06.13 Read and interpret brake system catalogs.
- 06.15 Use Weatherly index system.
- 06.16 Maintain catalog racks.
- 06.17 Sell related items.
- 06.24 Identify customer needs.
- 06.25 Record lost sales.
- 06.27 Create accessory sales.
- 06.28 Apply suggestive selling techniques.
- 06.29 Collect past due accounts.
- 06.30 Coordinate delivery schedules.
- 06.31 Assure product delivery.
- 06.33 Determine pricing structure for specific customers.
- 06.34 Process special orders.
- 06.35 Process credits and returns.
- 06.36 Process case exchanges.
- 06.37 Conduct sales.

08.0 CONTROL INVENTORY--The student will be able to:

- 08.02 Justify shortages of inventory.
- 08.03 Review and analyze lost sales.
- 08.04 Identify new products for sales potential.
- 08.06 Replenish stock.
- 08.07 Identify and use inventory classifications.
- 08.09 Match packing slips with invoices.
- 08.10 Post invoices.
- 08.11 Post credit memorandums.
- 08.12 Post packing slips.

10.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

- 10.07 Implement emergency procedures.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

- 12.01 Define entrepreneurship.
- 12.02 Describe the importance of entrepreneurship to the American economy.
- 12.03 List the advantages and disadvantages of business ownership.
- 12.04 Identify the risks involved in ownership of a business.
- 12.05 Identify the necessary personal characteristics of a successful entrepreneur.
- 12.06 Identify the business skills needed to operate a small business efficiently and effectively.

13.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

13.01 Understand the functions of management.
13.02 Recommend solutions to marketing problems.
13.03 Differentiate various types of organization structures.
13.04 Understand the importance of proper financial planning.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Real Estate Management

CODE NUMBER: Secondary ______ Postsecondary ______

Florida CIP ME06.179900

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS X POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ______ 7-9 ______ 9-12 ______ Postsecondary Adult Vocational

X Postsecondary Vocational ______ Other ______

CERTIFICATION COVERAGE:

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as appraisers, real estate (10243816), real estate brokers (30001402), sales agents, sales representatives, real estate (30001403), real estate clerks (40066818), property managers (186.167-046), real estate agency managers, or real estate agency owners, or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of selling, buying, renting, advertising, and financing real estate and real estate services.

II. LABORATORY ACTIVITIES: Laboratory activities are not required.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is an associate degree.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of real estate products.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to real estate marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.
10. Demonstrate employability skills.
11. Understand the role of the manager and the entrepreneur.
12. Develop a business plan.
13. Obtain technical assistance.
14. Plan the marketing strategy.
15. Locate the business.
16. Finance the business.
17. Deal with legal issues.

Real Estate Management - Continued

18. Comply with governmental regulations.
19. Manage the business.
20. Manage human resources.
21. Promote the business.
22. Manage sales.
23. Keep business records.
24. Manage finances.
25. Manage customer credit and collections.
26. Protect the business.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ______

PROGRAM TITLE: Real Estate Management POSTSECONDARY NUMBER: ME06.179900

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Identify the activities that have to be completed to effectively service a listing.
03.02 Demonstrate the presentation of a sales plan to a seller.
03.03 Demonstrate knowledge of the subjects to be discussed with the buyer in the buyer interview.
03.04 Explain the objectives of the buyer interview.
03.05 Demonstrate the ability to effectively handle buyer objections.
03.06 Close a sale.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing/selling in merchandising of real estate.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO REAL ESTATE MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Compute a sales commission.
06.04 Amortize a level-payment plan mortgage.
06.05 Prorate buyer's and seller's expenses.
06.06 Allocate taxes and fees to the proper parties and compute the individual costs.
06.07 Calculate the cost of state documentary stamps and deeds.
06.08 Calculate the property tax rate for a community.
06.09 Calculate the property tax on a specific tract or parcel using the correct tax rates and assigned exemptions.
06.10 Calculate the cost of special assessments.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Describe a real estate market under the price system.
07.02 List the major elements of the resource market.
07.03 Explain the major submarkets of real estate.
07.04 Explain the principles of highest and best use of land.
07.05 Describe the characteristics of a real estate market.
07.06 List and explain at least three factors that influence demand in the real estate market.
07.07 Describe how real estate market indicators assist in interpreting the current trends and conditions of the local market.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 List the five major divisions of the real estate business.
08.02 Identify the largest major division and its subdivisions.
08.03 Explain the economic functions of the different divisions within the Agency and the Development and Constructions Divisions.
08.04 Identify the relationships of the federal, state and local governments and the real estate industry.
08.05 Describe the major professional organizations active in the industry.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Explain property rights: estate, tenancies, and multiple ownership interests.
09.02 Demonstrate knowledge of title, deeds, and ownership restrictions.
09.03 Describe real estate taxes and the tax impact of the different levels of government on real property.
09.04 Explain the necessity for correct legal land descriptions, write a legal description and calculate acreage in parcels of the rectangular survey system.
09.05 Demonstrate a working knowledge of real estate contracts.
09.06 Explain real estate finance: loan, mortgage, note, security, and interest.
09.07 Explain the mortgage market.
09.08 Prepare a closing statement.
09.09 Explain planning and zoning and the purposes of each.
09.10 Explain real estate appraisal, the purpose of and use of the data in the industry.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 List and discuss the various functions performed by a real estate agency.
11.02 Explain the personnel management of a real estate agency.
11.03 Discuss the different ways functions can be divided in a real estate agency.
11.04 Discuss how functions are coordinated in a real estate agency.

12.0 DEVELOP A BUSINESS PLAN--The student will be able to:

12.01 Identify how the business plan helps the entrepreneur.
12.02 Recognize how a business plan should be organized.
12.03 Identify and use the mechanics for developing a business plan.

13.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

13.01 Prepare for using technical assistance.
13.02 Select professional consultants.
13.03 Work effectively with consultants.

14.0 PLAN THE MARKETING STRATEGY--The student will be able to:

14.01 Use decision-making tools that aid in evaluating marketing activities.
14.02 Evaluate operations to improve decision making about marketing.

15.0 LOCATE THE BUSINESS--The student will be able to:

15.01 Analyze customer transportation, access, parking, and so forth, relative to alternative site locations.
15.02 Complete a location feasibility study for your business.
15.03 Determine the costs of renovating or improving a site for your business.
15.04 Prepare an occupancy contract for your business.

16.0 FINANCE THE BUSINESS--The student will be able to:

16.01 Describe the sources of information available to help in estimating the financing necessary to start your new business.
16.02 Determine the financing necessary to start your new business.
16.03 Prepare a projected profit and loss statement and a projected cash flow statement for your new business.
16.04 Prepare a loan application package.

17.0 DEAL WITH LEGAL ISSUES--The student will be able to:

17.01 Determine your need for legal assistance.
17.02 Select the provisions that you desire in a lease.
17.03 Prepare sales contracts (such as credit sales or long-term sales) that may be utilized in your business.
17.04 Evaluate contracts.
17.05 Determine your needs for protection of ideas and inventions.

18.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

18.01 Appraise the effects of various regulations on your business operations.
18.02 Acquire the information necessary to comply with the various rules and regulations affecting your business.
18.03 Develop policies for your business to comply with government rules and regulations.

19.0 MANAGE THE BUSINESS--The student will be able to:

19.01 Plan goals and objectives for a business.
19.02 Diagram the organizational structure for a business.
19.03 Establish control practices and procedures for a business.

20.0 MANAGE HUMAN RESOURCES--The student will be able to:

20.01 Write a job description for a position in your business.
20.02 Develop a training program outline for employees.
20.03 Develop a list of personnel policies for employees in your business.
20.04 Develop an outline for an employee evaluation system.
20.05 Plan a corrective interview with an employee concerning a selected problem.

21.0 PROMOTE THE BUSINESS--The student will be able to:

21.01 Create a long-term promotional plan.
21.02 Describe the techniques used to prepare advertising and promotion.
21.03 Analyze competitive promotional activities.
21.04 Evaluate promotional effectiveness.
21.05 Plan a community relations program.

22.0 MANAGE SALES--The student will be able to:

22.01 Develop a sales plan for your business.
22.02 Develop policies and procedures for serving your customers.
22.03 Develop a plan for training and motivating salespeople.

23.0 KEEP BUSINESS RECORDS--The student will be able to:

23.01 Determine who will keep the books for your business and how they will be maintained.
23.02 Describe double-entry bookkeeping.
23.03 Select the types of journals and ledgers that you will use in your business.
23.04 Identify the types of records that you will use in your business to record sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
23.05 Evaluate your business records.
23.06 Identify how a microcomputer may be used to keep the business records.

24.0 MANAGE FINANCES--The student will be able to:

24.01 Explain the importance of cash flow management.
24.02 Identify financial control procedures.
24.03 Describe how to find cash flow patterns.
24.04 Analyze trouble spots in financial management.
24.05 Describe how to prepare an owner's equity financial statement.
24.06 Describe how to compute various financial ratios.
24.07 Analyze financial management ratios applicable to a small business.
24.08 Identify the components of a break-even analysis.
24.09 Compute and analyze break-even point problems.
24.10 Review microcomputer applications for financial management.

25.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

25.01 Analyze the legal rights and recourse of credit grantors.
25.02 Develop a series of credit collection reminder letters and follow-up activities.
25.03 Develop various credit and collection policies.
25.04 Prepare a credit promotion plan.
25.05 Discuss informational resources and systems that apply to credit and collection procedures.

26.0 PROTECT THE BUSINESS--The student will be able to:

26.01 Prepare policies for your firm that will help minimize losses.
26.02 Determine the kinds, amount, and cost of insurance needed by your firm.

CURRICULUM FRAMEWORK **PROGRAM AREA:** Marketing

FLORIDA DEPARTMENT OF EDUCATION **EFFECTIVE DATE:** July, 1988

PROGRAM TITLE: Real Estate Marketing

CODE NUMBER: Secondary ________ Postsecondary REE0049

Florida CIP ME06.170100

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: REAL ESTAT 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as appraisers, real estate (10243816), real estate brokers (30001402), sales agents, sales representatives, real estate (30001403), real estate clerks (40066818), or property managers (186.167-046), or to provide supplemental training for those persons previously or currently employed in these occupations. The student is also prepared for state license examinations.

The content includes, but is not limited to, selling, buying, renting, advertising, and financing real estate and real estate services.

II. LABORATORY ACTIVITIES: Laboratory activities are not required.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 108 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of real estate products.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to real estate marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application or product and service technology.
10. Demonstrate employability skills.
11. Understand the role of the manager.
12. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: ____________

PROGRAM TITLE: Real Estate Marketing POSTSECONDARY NUMBER: REE0049

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Identify the activities that have to be completed to effectively service a listing.
03.02 Demonstrate the presentation of a sales plan to a seller.
03.03 Demonstrate knowledge of the subjects to be discussed with the buyer in the buyer interview.
03.04 Explain the objectives of the buyer interview.
03.05 Demonstrate the ability to effectively handle buyer objections.
03.06 Close a sale.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate and understanding of design principles and elements.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing/selling in merchandising of real estate.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO REAL ESTATE MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Compute a sales commission.
06.04 Amortize a level-payment plan mortgage.
06.05 Prorate buyer's and seller's expenses.
06.06 Allocate taxes and fees to the proper parties and compute the individual costs.
06.07 Calculate the cost of state documentary stamps and deeds.
06.08 Calculate the property tax rate for a community.
06.09 Calculate the property tax on a specific tract or parcel using the current tax rates and assigned exemptions.
06.10 Calculate the cost of special assessments.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Describe a real estate market under the price system.
07.02 List the major elements of the resource market.
07.03 Explain the major submarkets of real estate.
07.04 Explain the principles of highest and best use of land.
07.05 Describe the characteristics of a real estate market.
07.06 List and explain at least three factors that influence demand in the real estate market.
07.07 Describe how real estate market indicators assist in interpreting the current trends and conditions of the local market.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 List the five major divisions of the real estate business.
08.02 Identify the largest major division and its subdivisions.
08.03 Explain the economic functions of the different divisions withing the Agency and the Development and Construction Divisions.
08.04 Identify the relationships of the federal, state and local governments and the real estate industry.
08.05 Describe the major professional organizations active in the industry.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Explain property rights: estates, tenancies, and multiple ownership interests.
09.02 Demonstrate knowledge of title, deeds, and ownership restrictions.
09.03 Describe real estate taxes and the tax impact of the different levels.
09.04 Explain the necessity for correct legal land descriptions, write a legal description and calculate acreage in parcels of the rectangular survey system.
09.05 Demonstrate a working knowledge of real estate contracts.
09.06 Explain real estate insurance: loan, mortgage, note, security, and interest.
09.07 Explain the mortgage market.
09.08 Prepare a closing statement.
09.09 Explain planning and zoning and the purposes of each.
09.10 Explain real estate appraisal, the purpose of and use of the data in the industry.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

11.01 List and discuss the various functions performed by a real estate agency.
11.02 Explain the personnel management of a real estate agency.
11.03 Discuss the different ways functions can be divided in a real estate agency.
11.04 Discuss how functions are coordinated in a real estate agency.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

12.01 Define entrepreneurship.
12.02 Describe the importance of entrepreneurship to the American economy.
12.03 List the advantages and disadvantages of business ownership.
12.04 Identify the risks involved in ownership of a business.

12.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK — PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION — EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Restaurant Management

CODE NUMBER: Secondary ______ Postsecondary ______

Florida CIP ME06.070400

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS X POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ____ 7-9 ____ 9-12 ____ Postsecondary Adult Vocational

X Postsecondary Vocational ____ Other ______

CERTIFICATION COVERAGE:

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as restaurant, cafe, bar managers (20061400), managers-liquor establishment, managers-restaurant and coffee shop, managers-catering, or managers-fast food service or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of selling, preparing, storing, promoting, displaying, serving food, and providing customer services.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Appropriate equipment and supplies should be utilized to provide the application of management theory to establishment operations.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is an associate degree.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of food services.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to food service marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.
10. Demonstrate employability skills.
11. Understand the role of the manager and the entrepreneur.
12. Demonstrate exceptional health and safety practices.
13. Develop a business plan.
14. Obtain technical assistance.
15. Plan the marketing strategy.
16. Locate the business.

17. Finance the business.
18. Deal with legal issues.
19. Comply with governmental regulations.
20. Manage the business.
21. Manage human resources.
22. Promote the business.
23. Manage sales.
24. Keep business records.
25. Manage finances.
26. Manage customer credit and collections.
27. Protect the business.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing SECONDARY NUMBER: ______________
PROGRAM TITLE: Restaurant Management POSTSECONDARY NUMBER: ME06.070400

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Exhibit the ability to get along with others.
01.04 Build a framework of steps necessary to successfully plan one's professional future.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Apply verbal skills.
02.02 Apply writing skills.
02.03 Explain the importance of good listening skills.
02.04 Demonstrate the components of the communication process.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Outline the advantages of personal selling.
03.02 Utilize the tools and techniques of internal selling.
03.03 Apply effective food and beverage merchandising techniques.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD SERVICES--The student will be able to:

04.01 Explain the benefits of publicity and public relations.
04.02 Use the telephone as effective sales promotion instrument.
04.03 Implement the services of advertising agencies.
04.04 Utilize various advertising media effectively.

05.0 DEMONSTRATE KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Utilize effective menu design.
05.02 Apply basic techniques of merchandising food and beverage.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FOOD SERVICE MARKETING--The student will be able to:

06.01 Identify the break-even point for merchandising.
06.02 Apply the needed sales increase formula to justify a merchandising technique.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Identify basic economic concepts.
07.02 Apply basic economic principles.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Identify basic marketing concepts.
08.02 Discuss overall competitive strategy.
08.03 Relate marketing to the restaurant industry.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Trace growth and development of food and beverage industry.
09.02 Discuss history and composition of foods and beverages.
09.03 Discuss trends in food and beverage industry.
09.04 Discuss food service and beverage supplies and equipment.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.

10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.
10.05 Exhibit appropriate work habits and attitudes.
10.06 Maintain appropriate dress and grooming on job.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manage your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEMONSTRATE EXCEPTIONAL HEALTH AND SAFETY PROCEDURES--The student will be able to:

12.01 Identify general safety practices.
12.02 Identify general sanitation and hygienic principles.
12.03 Recognize emergency situations.

13.0 DEVELOP A BUSINESS PLAN--The student will be able to:

13.01 Recognize how a business plan contributes to the restaurant industry.
13.02 Review the questions that should be answered in a business plan.

14.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

14.01 Identify sources of technical assistance available.
14.02 Analyze sources of technical assistance in terms of reliability and dependability.

15.0 PLAN THE MARKETING STRATEGY--The student will be able to:

15.01 Explain the "market-oriented" approach to planning.
15.02 Justify the use of market information and market research in planning.
15.03 Develop a procedure for identifying target markets and developing marketing mix.
15.04 List the controllable factors in each element of the marketing mix.
15.05 Create a plan for capturing more of the restaurant market.
15.06 Budget funds for marketing and discuss the timetable for profits.

16.0 LOCATE THE BUSINESS--The student will be able to:

16.01 Identify site selection factors.
16.02 Identify resources available to help a restaurant make site selections.
16.03 Apply effective steps of a feasibility study.

17.0 FINANCE THE BUSINESS--The student will be able to:

17.01 Explain how to determine the different types of costs that must be considered when starting a restaurant.
17.02 Compare the advantages and disadvantages of the various sources of financing for a restaurant.
17.03 Describe the sources of loans that may be available for financing a restaurant.
17.04 Describe the information that must be provided in a loan application package.
17.05 Explain the criteria used by lending institutions to evaluate loan applicants.

18.0 DEAL WITH LEGAL ISSUES--The student will be able to:

18.01 Discuss legal rights of customers.
18.02 Discuss applicable wage and hour laws.
18.03 Discuss laws affecting hiring practices.

18.04 Discuss public health and safety laws.
18.05 Discuss license and beverage regulations.
18.06 Discuss warranties and product liabilities.
18.07 Discuss tax laws.
18.08 Discuss banquet contracts.

19.0 COMPLY WITH GOVERNMENTAL REGULATIONS--The student will be able to:

19.01 Identify areas of government regulation that should be considered by a restaurant.
19.02 Compile a list of appropriate governmental agencies concerned with regulations, licenses, and permits.

20.0 MANAGE THE BUSINESS--The student will be able to:

20.01 Use the decision-making process to make business decisions.
20.02 Identify steps in the planning process.
20.03 Identify organizational tools for a restaurant.
20.04 Identify control procedures that can be used by a restaurant.
20.05 Identify time management techniques.

21.0 MANAGE HUMAN RESOURCES--The student will be able to:

21.01 Identify the steps involved in hiring employees.
21.02 Describe the procedures for developing a training program.
21.03 Explain various styles of management.
21.04 Describe various techniques that may be used to supervise and motivate employees.
21.05 Describe various methods for communicating with employees.
21.06 Discuss various alternatives for evaluating employee performance.
21.07 Identify the steps in developing a comprehensive employee compensation package.

22.0 PROMOTE THE BUSINESS--The student will be able to:

22.01 Develop promotional skills.
22.02 Describe advertising and sales promotion techniques.
22.03 Identify cost factors in the selection of alternative promotional methods.
22.04 Identify sources of promotional assistance and information.
22.05 Identify the objectives of a public relations program.

23.0 MANAGE SALES--The student will be able to:

23.01 List sources of product/service information.
23.02 Describe customer buying motives.
23.03 List and discuss the basic types of customers to which your restaurant will appeal.
23.04 Demonstrate the process of selling.
23.05 Discuss sources for finding new customers.
23.06 Debate outside versus inside selling.

24.0 KEEP BUSINESS RECORDS--The student will be able to:

24.01 Identify the sources of assistance in recordkeeping.
24.02 Identify the types of data that can be provided by recordkeeping.
24.03 Describe the uses and types of journals and ledgers.
24.04 Describe various types of business records.
24.05 Assess the application of computerization to recordkeeping.

25.0 MANAGE FINANCES--The student will be able to:

25.01 Identify various components of balance sheet reports.
25.02 Identify terms/concepts commonly used on restaurant balance sheets.
25.03 Identify various components of profit and loss statements.
25.04 Analyze uses of various depreciation schedules.
25.05 Describe how to prepare a cash forecast.

26.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

26.01 Identify techniques of setting credit limits for credit customers.
26.02 Apply sound principles of checking customer credit cards.

26.03 Identify and discuss effective internal credit collection procedures.
26.04 Identify and discuss effective external credit collection procedures.
26.05 Identify and discuss common attitudinal problems managers have about credit collections.

27.0 PROTECT THE BUSINESS--The student will be able to:

27.01 Identify various protective measures that can be used to minimize employee and customer fraud.
27.02 Identify procedures that can be used to reduce the amount of losses from theft.
27.03 Identify procedures that can be used to reduce the amount of bad check losses.
27.04 Identify how to secure business premises against burglary and robbery.
27.05 Identify proper procedures for guarding cash.
27.06 Identify the different types of business insurance policies available to restauranteurs.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Teller

CODE NUMBER: Secondary ______ Postsecondary BRC0100

Florida CIP ME08.049901

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ____7-9 ____9-12 ____Postsecondary Adult Vocational

______ Postsecondary Vocational ______ Other 30,31

CERTIFICATION COVERAGE: BANK FINC 7 TEACH CDE 7 DIST ED 7 BUS ED 4

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as a teller (40060201) in a financial institution or to provide supplemental training for persons previously or currently employed in this occupation or a related occupation in the financial industry.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Equipment currently used by industry and recommended by Advisory Committees should be utilized for training.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instuction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 7.0, Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

For job placement, a student must meet bonding requirements of financial institutions.

The typical length of this program for the average achieving student is 150 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate knowledge of the history and growth of financial institutions.
02. Demonstrate skills in handling cash and balancing a cash drawer.
03. Explain the types of acceptable customer identification and the importance of proper identification.
04. Demonstrate skills for performing basic teller functions.
05. Demonstrate an introductory knowledge of special teller duties.
06. Demonstrate a knowledge of other bank services.
07. Demonstrate techniques for effective customer relations and for cross selling bank services.
08. Demonstrate security precautions and procedures.
09. Demonstrate employability skills.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988
PROGRAM AREA: MARKETING SECONDARY NUMBER: ____________
PROGRAM TITLE: Teller POSTSECONDARY NUMBER: BRC0100

01.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY AND GROWTH OF FINANCIAL INSTITUTIONS--The student will be able to:

01.01 Explain the development of commercial banks, savings and loan associations and credit unions; their similarities and differences.
01.02 Explain the primary functions of financial institutions.
01.03 Identify major legislative acts and regualtions affecting the growth and development of financial institutions.
01.04 Explain the role of the Federal Reserve System and other regulatory agencies i.e., Comptroller of Currency, FDIC, FSLIC, State Banking Department.
01.05 Explain the role and duties of the teller.

02.0 DEMONSTRATE SKILLS IN HANDLING CASH AND BALANCING A CASH DRAWER--The student will be able to:

02.01 Identify the major parts of Federal Reserve Notes (currency).
02.02 Explain techniques for identifying counterfeit currency.
02.03 Demonstrate proficiency in counting, clipping and strapping currency and coin.
02.04 Explain basic rules for handling cash and setting up a cash drawer.
02.05 Explain procedures for balancing a cash drawer and finding and correcting an out-of-balance condition.
02.06 Demonstrate procedures for buying and selling money to the vault.
02.07 Identify debit and credit items and explain their effect on General Ledger accounts.

03.0 EXPLAIN THE TYPES OF ACCEPTABLE CUSTOMER IDENTIFICATION AND THE IMPORTANCE OF PROPER IDENTIFICATION--The student will be able to:

03.01 Identify acceptable and unacceptable identification.
03.02 Explain the purpose of obtaining identification and its importance to the financial institution.

04.0 DEMONSTRATE SKILLS FOR PERFORMING BASIC TELLER FUNCTIONS--The student will be able to:

04.01 Demonstrate skills for cashing checks, receiving cash and check deposits, handling a split deposit, handling a savings withdrawal.
04.02 Demonstrate a knowledge of banking terminology.
04.03 Demonstrate proficiency on the adding machine.
04.04 Identify the parts of a check; explain negotiability and cashability of a check.
04.05 Identify other negotiable instruments.
04.06 Explain the purpose of MICR encoding and the ABA number.
04.07 Explain the types of endorsements and the importance of Holder in Due Course.

05.0 DEMONSTRATE AN INTRODUCTORY KNOWLEDGE OF SPECIAL TELLER DUTIES--The student will be able to:

05.01 Explain procedures of issuing and cashing savings bonds, traveler's checks, cashier's checks, money orders and giving cash advance on banks cards.
05.02 Explain procedures for handling loan payments.

06.0 DEMONSTRATE A KNOWLEDGE OF OTHER BANK SERVICES--The student will be able to:

06.01 Describe the various types of loans, repayment methods, and basic credit requirements.
06.02 Explain the various types of savings plans, compound interest, and annual percentage rate.
06.03 Explain the Safe Deposit Box service and the bank's responsibility regarding this service.
06.04 Reconcile a customer's bank statement.

07.0 DEMONSTRATE TECHNIQUES FOR EFFECTIVE CUSTOMER RELATIONS AND FOR CROSS SELLING BANK SERVICES--The student will be able to:

07.01 Demonstrate effective telephone usage and courtesy.
07.02 Demonstrate good customer communications through role playing.
07.03 Explain the importance of cross-selling and demonstrate how to sell other bank services.

08.0 DEMONSTRATE SECURITY PRECAUTIONS AND PROCEDURES--The student will be able to:

08.01 Demonstrate procedures to help prevent bank fraud.
08.02 Demonstrate procedures to use during and after a robbery.
08.03 Demonstrate other teller precautions to help prevent loss to the institution.

09.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

09.01 Conduct a job search.
09.02 Secure information about a job.
09.03 Identify documents that may be required when applying for a job.
09.04 Complete a job application form correctly.
09.05 Demonstrate competence in job interview techniques.
09.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
09.07 Identify acceptable work habits.
09.08 Demonstrate knowledge of how to make job changes appropriately.
09.09 Demonstrate acceptable employee health habits.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Travel Agency Operations

CODE NUMBER: Secondary ______ Postsecondary HFT0150

Florida CIP ME08.110500

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ______7-9 ______9-12 X Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: TEACH CDE 7 DIST ED 7 TRANSPORT 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as travel agents (252.157-010), automobile rental clerks (295.477-010), travel counselors, auto club (40064804), reservation agents (40066403), ticket agents (40066405), or traffic agents (40066402), or to provide supplemental training for those persons previously or currently employed in these occupations.

The content should include, but not be limited to, selling, transporting, storing, advertising, displaying and planning travel services.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Specialized equipment should be available for training in a travel agency laboratory setting, to include computer training and calculator training.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

Basic economic principles, as they relate to travel products, will be covered as a prerequisite to the intended outcomes for Travel Agency Operations.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 9.0; Language 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 450 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate product and service technology as it relates to travel.
02. Perform merchandising math operations unique to travel services marketing.
03. Demonstrate communications skills.
04. Demonstrate the human relations skills necessary for success in marketing occupations.
05. Apply sales promotion techniques and procedures to the marketing of travel services.
06. Utilize effective selling techniques and procedures.

Travel Agency Operations - Continued

07. Demonstrate employability skills.
08. Plan a career or career ladder in the travel industry.
09. Identify the basic role of the manager.
10. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing SECONDARY NUMBER: __________

PROGRAM TITLE: Travel Agency Operations POSTSECONDARY NUMBER: MFT0150

01.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY AS IT RELATES TO TRAVEL--The student will be able to:

01.01 Provide information to clients on travel to major cities and destinations in the continental United States. This would include, but not be limited to, climate, accommodations, transportation, and attractions.
01.02 Provide information to clients on travel to Alaska and Hawaii. Examples: same as 01.01.
01.03 Provide information to clients on travel to Mexico, Canada, and the Caribbean. Examples: same as 01.01.
01.04 Provide information to clients on travel to Central and South America, Europe, Africa, Middle East, Asia, and South Pacific. Examples: same as 01.01.
01.05 Plan and prepare travel itineraries to include the various modes of transportation such as airlines, steamships, cars, rail, and motorcoach; and documentation necessary, types of accommodations, pricing and ticketing necessary, and appropriate reference books.

02.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO TRAVEL SERVICES MARKETING--The student will be able to:

02.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
02.02 Calculate commissions.
02.03 Calculate actual flying time and time zone difference.
02.04 Calculate currency exchange rates.
02.05 Calculate combinations of fares.
02.06 Calculate mileage and fare construction unit problems.
02.07 Collect payments and disburse monies for all travel services.
02.08 Perform refunds and exchange transactions for travel-related services such as airline tickets, cruise and tour payments.

03.0 DEMONSTRATE COMMUNICATION SKILLS--The student will be able to:

03.01 Demonstrate proper business telephone techniques.
03.02 Take and relay accurate messages.
03.03 Handle complaints about travel problems.
03.04 Write business letters regarding payments, complaints, orders for supplies, and other business-related concerns.
03.05 Exhibit good listening skills.
03.06 Interpret non-verbal communications such as facial expressions and body language.
03.07 Obtain the required information about travel and needs of clients.

04.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

04.01 Demonstrate courtesy and tact with clients, co-workers, and suppliers.
04.02 Maintain confidentiality of business matters.
04.03 Demonstrate pride in and loyalty to the company.
04.04 Compile a list of personal limitations which can be overcome.
04.05 Follow company policy and procedures regarding such business matters as complaints and payments.

05.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF TRAVEL SERVICES PRODUCTS--The student will be able to:

05.01 File brochures and documents relative to travel products and services.
05.02 Locate and assess current sales promotions and advertising relating to travel.
05.03 Create a travel display using design principles such as color, form, balance, and symmetry.
05.04 Plan and prepare advertising and presentation related to travel.

06.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.01 Match the client's needs, desires, and budget with the appropriate travel product.
06.02 Make travel reservations for airlines, hotels, car rentals, tours, cruises, rails, and all other.
06.03 Document details and special requests, special needs, confirmations, and other business related transactions.
06.04 Explain the policies and conditions of specific travel products such as deposits, cancellation penalties, refunds for unused services.
06.05 Complete all ticketing forms and other documents necessary.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Demonstrate good personal hygiene and grooming habits.
07.02 Demonstrate job search skills.
07.03 Complete a job application form.
07.04 Prepare a personal resume using an appropriate format.
07.05 Demonstrate job interview techniques.
07.06 Prepare a post-interview letter.
07.07 Prepare a letter of resignation.

08.0 PLAN A CAREER OR CAREER LADDER IN THE TRAVEL INDUSTRY--The student will be able to:

08.01 Describe travel-related job occupations.
08.02 Describe your own goals in a travel career.
08.03 Identify steps and time frames for obtaining goals.

09.0 UNDERSTAND THE BASIC ROLE OF THE MANAGER--The student will be able to:

09.01 State the job responsibilities of a manager of a travel agency.
09.02 Explain the basic procedures of opening a travel agency.

10.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

10.01 Define entrepreneurship.
10.02 Describe the importance of entrepreneurship to the American economy.
10.03 List the advantages and disadvantages of business ownership.
10.04 Identify the risks involved in ownership of a business.
10.05 Identify the necessary personal characteristics of a successful entrepreneur.
10.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK
FLORIDA DEPARTMENT OF EDUCATION

PROGRAM AREA: Marketing
EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Warehousing

CODE NUMBER: Secondary 8845000 Postsecondary TRA0088
Florida CIP ME08.110600

SECONDARY SCHOOL CREDITS 5
POSTSECONDARY ADULT COLLEGE CREDITS ______
VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): _____7-9 _____9-12 _____Postsecondary Adult Vocational
______ Postsecondary Vocational ___X___ Other 10-12, 30, 31

CERTIFICATION COVERAGE: TEACH CDE 7 WHOLESAL 7 DIST ED 7 TRANSPORT 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as shipping and receiving clerks (40065001), shipping packers (40065002), transportation agents (40066404), or rate clerks, freight (400-66838), order clerks, stockers, order entry clerks, CRT operators, or counter salespersons or to provide supplemental training for persons previously or currently employed in these occupations.

Listed below are the courses that comprise this program when offered at the secondary level:

8845010	Warehousing 1
8845020	Warehousing 2
8845030	Warehousing 3
8845040	Warehousing 4
8845050	Warehousing 5

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program. Opportunity for hands-on experiences should be provided in computer assisted inventory control, materials handling and equipment operation.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0; Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 750 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. INTENDED OUTCOMES: After successfully completing this program, the student will be able to:

01. Operate office equipment.
02. Demonstrate appropriate human relation skills.
03. Demonstrate the ability to communicate skillfully.
04. Operate materials handling equipment.
05. Receive and stock merchandise.
06. Control inventory.
07. Distribute merchandise.
08. Perform housekeeping and security duties.
09. Demonstrate acceptable safety procedures.
10. Demonstrate employability skills.
11. Perform math operations related to warehousing functions.
12. Utilize effective selling techniques and procedures.
13. Apply sales promotion techniques and procedures to the marketing of products.
14. Demonstrate a knowledge of basic economic principles.
15. Understand basic cost and administrative controls.
16. Understand the role of the manager.
17. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS — EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing — SECONDARY NUMBER: 8845000
PROGRAM TITLE: Warehousing — POSTSECONDARY NUMBER: TRA0088

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.01 Operate a ten-key printing calculator.
01.02 Operate a standard copying machine.
01.03 Input order entry data into a computer terminal.
01.04 Input and retrieve inventory data into a computer terminal.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS--The student will be able to:

02.01 Exhibit acceptable grooming and health habits.
02.02 Recognize personal qualities expected of employees.
02.03 Exhibit the ability to get along with others.
02.04 Demonstrate knowledge of the factors of honest behavior.
02.05 Demonstrate knowledge of the principles involved in the development and achievement of personnel and company goals.
02.06 Demonstrate knowledge of the importance of and the effects of a positive attitude.
02.07 Apply appropriate human relations skills.
02.08 Demonstrate responsible behavior.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Explain the importance of good listening skills.
03.02 Explain the importance of good oral communication skills in warehousing.
03.03 Explain the importance of good written communication skills in warehousing.
03.04 Demonstrate the ability to listen to and follow directions.
03.05 Explain the importance of the correct interpretation of spoken words.
03.06 Demonstrate the ability to use proper speech and vocabulary.
03.07 Use a telephone in a business-like manner.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.01 Identify and describe the uses of various materials handling equipment.
04.02 Perform preventative maintenance on materials handling equipment.
04.03 Pass a safety check for the use and operation of materials handling equipment.
04.04 Demonstrate the ability to safely operate materials handling equipment.
04.05 Demonstrate the ability to load and unload materials using the proper materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.01 Demonstrate knowledge of receiving and stocking terminology.
05.02 Identify and list the use of the various forms used in receiving and stocking merchandise.
05.03 Demonstrate the proper method of checking deliveries.
05.04 Demonstrate the procedures for moving merchandise from the receiving area to the storage locations.
05.05 Demonstrate the proper procedures for handling discrepancies in the receipt of material.
05.06 Describe the procedure for tracing list or non-delivered merchandise.
05.07 Demonstrate knowledge of the proper procedures for filing claims for lost or damaged merchandise.
05.08 Demonstrate knowledge of the terminology used in storing merchandise.
05.09 List and identify the various locator identification systems.
05.10 Demonstrate the ability to store materials using the acceptable storage techniques.
05.11 List, identify, and describe the uses of the various types of storage equipment.

06.0 CONTROL INVENTORY--The student will be able to:

06.01 List and define inventory control terminology.
06.02 List and describe the various types of inventories.
06.03 Compute a book inventory value at cost and retail.
06.04 Compute a physical inventory value at cost and retail.
06.05 Explain the procedure for and compute stock maximums and stock minimums.
06.06 Make adjustments to book inventories.
06.07 Describe the procedures for taking physical inventories.
06.08 Take a physical inventory.
06.09 Compute a reorder using the Poisson Distribution Formula.

7.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.01 List and define order processing and shipping terms.
07.02 List and explain the uses of the various forms used in order processing and shipping.
07.03 Prepare the forms used in order processing and shipping.
07.04 Select merchandise for shipping.
07.05 Assemble orders for shipment.
07.06 Weigh, mark and pack shipments properly.
07.07 Compute shipping charges.
07.08 Route shipments to customers.
07.09 Load shipments properly.
07.10 Prepare and maintain shipping records.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.01 Explain the importance of a good housekeeping program.
08.02 Describe and perform the proper procedures for keeping the stock and facilities clean.
08.03 Explain and perform maintenance checks on equipment.
08.04 Explain the concept of stock rotation.
08.05 Explain the importance of a good pest control program.
08.06 Explain the importance of a good security program.
08.07 List and describe the fundamental security practices.
08.08 Explain the necessity for a policy concerning dangers in accepting gratuities.

09.0 DEMONSTRATE ACCEPTABLE SAFETY PROCEDURES--The student will be able to:

09.01 Explain the importance of a good safety program.
09.02 List and describe fundamental safety practices.
09.03 List and explain the ways or promoting safety.
09.04 List and explain the use of warning and protection devices.
09.05 Explain the importance of a disaster control plan.
09.06 List and explain the use of personal safety devices.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competency in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 PERFORM MATH OPERATIONS RELATED TO WAREHOUSING FUNCTIONS--The student will be able to:

11.01 Add, subtract, multiply and divide whole numbers.
11.02 Add, subtract, multiply and divide decimals.
11.03 Add, subtract, multiply and divide fractions.
11.04 Perform math functions using percentages.
11.05 Compute storage requirements.
11.06 Compute an open-to-buy table.
11.07 Compute stock turnover ratios.
11.08 Compute metric conversions.
11.09 Interpret charts and graphs.

12.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

12.01 Demonstrate knowledge of the overview of selling.
12.02 Explain the importance of selling.
12.03 List and describe the different steps of a sale.
12.04 List and describe customer buying motives.
12.05 List and describe the ways to obtain and use product knowledge.
12.06 List and describe the methods and procedures used to support sales.
12.07 List and describe the various types of customer services.

13.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

13.01 List the purposes of advertising.
13.02 Identify the various forms of advertising media.
13.03 Identify the parts of an advertisement.
13.04 List the purposes of displays.
13.05 Distinguish between the different kinds of displays.
13.06 List the purposes of public relations.
13.07 Explain the importance of sales promotions.
13.08 Develop and explain a promotional mix.
13.09 Advise customers about promotional merchandise.

14.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

14.01 Explain the concept of private enterprise and business ownership.
14.02 Explain the relationship of business and society.
14.03 Explain the relationship of government and business.
14.04 Explain the concept of economics and economic activities.
14.05 Explain the concept of economic resources.
14.06 Explain the concept of economic goods and services.
14.07 Explain concept of Gross National Product.
14.08 Explain marketing and its importance.
14.09 Explain marketing functions and related activities.
14.10 Explain the concept of profit.
14.11 Explain the concept of utility.
14.12 Explain the concept of market price.
14.13 Explain the concept of supply and demand.
14.14 Explain the concept of competition.
14.15 Explain the concept of market and market identification.
14.16 Explain the nature of channels of distribution.
14.17 Explain the concept of marketing strategies.
14.18 Explain the concept of promotional mix.
14.19 Explain the concept of business cycles.
14.20 Explain the concept of division and specialization of labor.
14.21 Explain the concept of organized labor and business.

15.0 UNDERSTAND BASIC COST AND ADMINISTRATIVE CONTROLS--The student will be able to:

15.01 Make budgeted and actual expense comparisons.
15.02 Demonstrate knowledge of cost and administrative controls.
15.03 Demonstrate knowledge of procedure manuals.
15.04 Explain the interrelation between the warehousing and accounting functions.
15.05 Explain the necessity for accounting for inventory.
15.06 List and describe the documents used in warehouse accountability.
15.07 Explain the principles of accountability analysis.
15.08 Explain the concept of handling time efficiency.
15.09 Explain the concept of space utilization efficiency.
15.10 Explain the concept and purpose of productivity reports.
15.11 List and describe special cost reduction methods.

16.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

16.01 Demonstrate knowledge of the functions of management.
16.02 List and describe the various types of managerial styles.

16.03 Differentiate between the various types of business organizations.
16.04 Draw a basic warehouse organization chart.
16.05 List and describe the duties of a warehouse manager.

17.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

17.01 Define entrepreneurship.
17.02 Describe the importance of entrepreneurship to the American economy.
17.03 List the advantages and disadvantages of business ownership.
17.04 Identify the risks involved in ownership of a business.
17.05 Identify the necessary personal characteristics of a successful entrepreneur.
17.06 Identify the business skills needed to operate a small business efficiently and effectively.

STUDENT PERFORMANCE STANDARDS	EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing	COURSE CREDIT: 1

PROGRAM TITLE: Warehousing	PROGRAM NUMBER: 8845000

COURSE TITLE: Warehousing 1	COURSE NUMBER: 8845010

COURSE DESCRIPTION:

Instruction in this course includes economic principles as they relate to warehousing, basic human relations and communication skills, and marketing techniques that relate to warehousing functions.

2.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS--The student will be able to:

02.01 Exhibit acceptable grooming and health habits.
02.02 Recognize personal qualities expected of employees.
02.03 Exhibit the ability to get along with others.
02.04 Demonstrate knowledge of the factors of honest behavior.
02.05 Demonstrate knowledge of the principles involved in the development and achievement of personnel and company goals.
02.06 Demonstrate knowledge of the importance of and the effects of a positive attitude.
02.07 Apply appropriate human relations skills.
02.08 Demonstrate responsible behavior.

3.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Explain the importance of good listening skills.
03.02 Explain the importance of good oral communication skills in warehousing.
03.03 Explain the importance of good written communication skills in warehousing.
03.04 Demonstrate the ability to listen to and follow directions.
03.05 Explain the importance of the correct interpretation of spoken words.
03.06 Demonstrate the ability to use proper speech and vocabulary.
03.07 Use a telephone in a business-like manner.

6.0 CONTROL INVENTORY--The student will be able to:

06.01 List and define inventory control terminology.
06.07 Describe the procedures for taking physical inventories.

7.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.01 List and define order processing and shipping terms.
07.02 List and explain the uses of the various forms used in order processing and shipping.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.01 Explain the importance of a good housekeeping program.

9.0 DEMONSTRATE ACCEPTABLE SAFETY PROCEDURES--The student will be able to:

09.01 Explain the importance of a good housekeeping program.
09.02 List and describe fundamental safety practices.
09.06 List and explain the use of personal safety devices.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.03 Display knowledge of appropriate work habits.

11.0 PERFORM MATH OPERATIONS RELATED TO WAREHOUSING FUNCTIONS--The student will be able to:

11.01 Add, subtract, multiply and divide whole numbers.
11.02 Add, subtract, multiply and divide decimals.
11.03 Add, subtract, multiply and divide fractions.
11.04 Perform math functions using percentages.
11.07 Compute stock turnover ratios.
11.08 Compute metric conversions.

12.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

12.01 Demonstrate knowledge of the overview of selling.
12.02 Explain the importance of selling.
12.05 List and describe the ways to obtain and use product knowledge.
12.07 List and describe the various types of customer services.

13.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

13.01 List the purposes of advertising.
13.02 Identify the various forms of advertising media.
13.03 Identify the parts of an advertisement.
13.04 List the purposes of displays.
13.05 Distinguish between the different kinds of displays.
13.09 Advise customers about promotional merchandise.

14.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

14.01 Explain the concept of private enterprise and business ownership.
14.04 Explain the concept of economics and economic activities.
14.05 Explain the concept of economic resources.
14.06 Explain the concept of economic goods and services.
14.08 Explain marketing and its importance.
14.09 Explain marketing functions and related activities.
14.10 Explain the concept of profit.
14.11 Explain the concept of utility.
14.14 Explain the concept of competition.
14.16 Explain the nature of channels of distribution.
14.19 Explain the concept of business cycles.

15.0 UNDERSTAND BASIC COST AND ADMINISTRATIVE CONTROLS--The student will be able to:

15.05 Explain the necessity for accounting for inventory.

16.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

16.01 Demonstrate knowledge of the functions of management.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
COURSE CREDIT: 1

PROGRAM TITLE: Warehousing
PROGRAM NUMBER: 8845000

COURSE TITLE: Warehousing 2
COURSE NUMBER: 8845020

COURSE DESCRIPTION:

In this course students will receive instruction and engage in current warehousing practices and procedures. This instruction will include introduction to the use of the computer in warehousing.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.01 Operate a ten-key printing calculator.
01.02 Operate a standard copying machine.
01.04 Input and retrieve inventory data into a computer terminal.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.01 Identify and describe the uses of various materials handling equipment.
04.04 Demonstrate the ability to safely operate materials handling equipment.
04.05 Demonstrate the ability to load and unload materials using the proper materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.01 Demonstrate knowledge of receiving and stocking terminology.
05.02 Identify and list the use of the various forms used in receiving and stocking merchandise.
05.03 Demonstrate the proper method of checking deliveries.
05.04 Demonstrate the procedures for moving merchandise from the receiving area to the storage locations.
05.08 Demonstrate knowledge of the terminology used in storing merchandise.
05.09 List and identify the various locator identification systems.
05.10 Demonstrate the ability to store materials using the acceptable storage techniques.

06.0 CONTROL INVENTORY--The student will be able to:

06.08 Take a physical inventory.

7.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.03 Prepare the forms used in order processing and shipping.
07.04 Select merchandise for shipping.
07.05 Assemble orders for shipment.
07.06 Weigh, mark and pack shipments properly.
07.07 Compute shipping charges.
07.08 Route shipments to customers.
07.09 Load shipments properly.
07.10 Prepare and maintain shipping records.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.02 Describe and perform the proper procedures for keeping the stock and facilities clean.
08.03 Explain and perform maintenance checks on equipment.
08.04 Explain the concept of stock rotation.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988
PROGRAM AREA: Marketing
COURSE CREDIT: 1
PROGRAM TITLE: Warehousing
PROGRAM NUMBER: 8845000
COURSE TITLE: Warehousing 3
COURSE NUMBER: 8845030

COURSE DESCRIPTION:

This course provides instruction in business relationships and employability skills as they relate to preparing students for careers in warehousing.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS--The student will be able to:

02.01 Exhibit acceptable grooming and health habits.
02.02 Recognize personal qualities expected of employees.
02.03 Exhibit the ability to get along with others.
02.05 Demonstrate knowledge of the principles involved in the development and achievement of personnel and company goals.
02.07 Apply appropriate human relations skills.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.03 Explain the importance of good written communication skills in warehousing.
03.05 Explain the importance of the correct interpretation of spoken words.
03.06 Demonstrate the ability to use proper speech and vocabulary.
03.07 Use a telephone in a business-like manner.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Secure information about jobs and conduct a job search.
10.02 Prepare a job application and a resume.

Warehousing 3 - Continued

10.03 Display knowledge of appropriate work habits.
10.04 Demonstrate knowledge of the types of pre-employment tests.
10.05 List and demonstrate the steps for preparing a job interview.

12.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

12.03 List and describe the different steps of a sale.
12.04 List and describe customer buying motives.
12.05 List and describe the ways to obtain and use product knowledge.
12.06 List and describe the methods and procedures used to support sales.

14.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

14.02 Explain the relationship of business and society.
14.03 Explain the relationship of government and business.
04.07 Explain concepts of Gross National Product.
14.09 Explain marketing functions and related activities.
14.12 Explain the concept of market price.
14.13 Explain the concept of supply and demand.
14.15 Explain the concept of market and market identification.
14.17 Explain the concept of marketing strategies.
14.18 Explain the concept of promotional mix.
14.20 Explain the concept of division and specialization of labor.
14.21 Explain the concept of organized labor and business.

STUDENT PERFORMANCE STANDARDS — EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing — COURSE CREDIT: 1

PROGRAM TITLE: Warehousing — PROGRAM NUMBER: 8845000

COURSE TITLE: Warehousing 4 — COURSE NUMBER: 8845040

COURSE DESCRIPTION:

Instruction and activities in this course deal with current warehousing operations to include computer assisted inventory control; shipping and receiving; housekeeping and safety, and other operational components necessary to the successful operation of a warehouse.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.03 Input order entry data into a computer terminal.
01.04 Input and retrieve inventory data into a computer terminal.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.02 Perform preventative maintenance on materials handling equipment.
04.03 Pass a safety check for the use and operation of materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.05 Demonstrate the proper procedures for handling discrepancies in the receipt of material.
05.06 Describe the procedure for tracing lost of non-delivered merchandise.
05.07 Demonstrate knowledge of the proper procedures for filing claims for lost or damaged merchandise.
05.10 Demonstrate the ability to store materials using the acceptable storage techniques.
05.11 List, identify, and describe the uses of the various types of storage equipment.

06.0 CONTROL INVENTORY--The student will be able to:

06.02 List and describe the various types of inventories.
06.03 Compute a book inventory value at cost and retail.
06.04 Compute a physical inventory value at cost and retail.

Warehousing 4 - Continued

06.05 Explain the procedure for and compute stock maximums and stock minimums.
06.06 Make adjustments to book inventories.

07.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.02 List and explain the uses of the various forms used in order processing and shipping.
07.03 Prepare the forms used in order processing and shipping.
07.05 Assemble orders for shipment.
07.07 Compute shipping charges.
07.10 Prepare and maintain shipping records.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.03 Explain and perform maintenance checks on equipment.
08.04 Explain the concept of stock rotation.
08.05 Explain the importance of a good pest control program.
08.06 Explain the importance of a good security program.
08.07 List and describe the fundamental security practices.
08.08 Explain the necessity for a policy concerning dangers in accepting gratuities.

09.0 DEMONSTRATE ACCEPTABLE SAFETY PROCEDURES--The student will be able to:

09.03 List and explain the ways or promoting safety.
09.04 List and explain the use of warning and protection devices.
09.05 Explain the importance of a disaster control plan.

STUDENT PERFORMANCE STANDARDS
EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing
COURSE CREDIT: 1

PROGRAM TITLE: Warehousing
PROGRAM NUMBER: 8845000

COURSE TITLE: Warehousing 5
COURSE NUMBER: 8845050

COURSE DESCRIPTION:

Emphasis in this course includes, but is not limited to, instruction in the operation of and the actual use of specialized and mechanized materials handling equipment; warehouse organization; understanding costs and other administrative responsibilities.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.04 Demonstrate the ability to safely operate materials handling equipment.
04.05 Demonstrate the ability to load and unload materials using the proper materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.08 Demonstrate knowledge of the terminology used in storing merchandise.

06.0 CONTROL INVENTORY--The student will be able to:

06.07 Describe the procedures for taking physical inventories.
06.09 Compute a reorder using the Poisson Distribution Formula.

11.0 PERFORM MATH OPERATIONS RELATED TO WAREHOUSING FUNCTIONS--The student will be able to:

11.05 Compute storage requirements.
11.06 Compute an open-to-buy table.
11.09 Interpret charts and graphs.

13.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

13.06 List the purposes of public relations.
13.07 Explain the importance of sales promotions.
13.08 Develop and explain a promotional mix.

15.0 UNDERSTAND BASIC COST AND ADMINISTRATIVE CONTROLS--The student will be able to:

15.01 Make budgeted and actual expense comparisons.
15.02 Demonstrate knowledge of cost and administrative controls.
15.03 Demonstrate knowledge of procedure manuals.
15.04 Explain the interrelation between the warehousing and accounting functions.
15.05 Explain the necessity for accounting for inventory.
15.06 List and describe the documents used in warehouse accountability.
15.07 Explain the principles of accountability analysis.
15.08 Explain the concept of handling time efficiency.
15.09 Explain the concept of space utilization efficiency.
15.10 Explain the concept and purpose of productivity reports.
15.11 List and describe special cost reduction methods.

16.0 UNDERSTAND THE ROLE OF THE MANAGER AND ENTREPRENEUR--The student will be able to:

16.02 List and describe the various types of managerial styles.
16.04 Draw a basic warehouse organization chart.
16.05 List and describe the duties of a warehouse manager.

17.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

17.01 Define entrepreneurship.
17.02 Describe the importance of entrepreneurship to the American economy.
17.03 List the advantages and disadvantages of business ownership.
17.04 Identify the risks involved in ownership of a business.
17.05 Identify the necessary personal characteristics of a successful entrepreneur.
17.06 Identify the business skills needed to operate a small business efficiently and effectively.

CURRICULUM FRAMEWORK PROGRAM AREA: Marketing

FLORIDA DEPARTMENT OF EDUCATION EFFECTIVE DATE: July, 1988

PROGRAM TITLE: Wholesale, Industrial, and Institutional Marketing

CODE NUMBER: Secondary ______ Postsecondary MKA0225

Florida CIP ME08.070700

SECONDARY SCHOOL CREDITS ______ COLLEGE CREDITS ______ POSTSECONDARY ADULT VOCATIONAL CREDITS ______

APPLICABLE LEVEL(S): ______7-9 ______9-12 ____Postsecondary Adult Vocational

______ Postsecondary Vocational X Other 30, 31

CERTIFICATION COVERAGE: RETAILING 7 DIST ED 7 TEACH CDE 7 WHOLESAL 7

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as wholesalers (20061615), or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying and financing goods and services in the wholesaling industry.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program.

III. SPECIAL NOTE: The Distributive Education Clubs of America is the appropriate vocational student organization for providing leadership training experiences and for reinforcing specific vocational skills. When provided, these activities are considered an integral part of this instructional program.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Section 233.0695 F.S., the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 6.0; Language 7.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

The typical length of this program for the average achieving student is 720 hours.

IV. INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

01. Demonstrate the human relations skills necessary for success in marketing occupations.
02. Demonstrate the ability to communicate skillfully.
03. Utilize effective selling techniques and procedures.
04. Apply sales promotion techniques and procedures to the marketing of wholesale products.
05. Demonstrate knowledge of merchandising activities.
06. Perform merchandising math operations unique to wholesale marketing.
07. Demonstrate a knowledge of basic economic principles.
08. Understand the importance of marketing operations.
09. Demonstrate knowledge and application of product and service technology.
10. Demonstrate employability skills.
11. Understand the role of the manager.
12. Demonstrate appropriate safety practices.
13. Demonstrate an understanding of entrepreneurship.

STUDENT PERFORMANCE STANDARDS — EFFECTIVE DATE: July, 1988

PROGRAM AREA: Marketing — SECONDARY NUMBER: ____________

PROGRAM TITLE: Wholesale, Industrial, and Institutional Marketing — POSTSECONDARY NUMBER: MKA0225

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Explain the difference between personal and nonpersonal selling.
03.02 Demonstrate the steps of a sale.
03.03 Recognize consumer buying motives.
03.04 Identify the types of consumer behavior.
03.05 Identify various types of customer approaches such as greeting, merchandise, and service.
03.06 Determine the proper time to approach a customer to open a sale.
03.07 Develop a written feature-benefit analysis sheet for a product.
03.08 Develop an effective sales presentation.
03.09 Observe, evaluate, and critique a sales demonstration.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF WHOLESALE PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.
04.05 Distinguish between the kinds of displays.
04.06 Identify the parts of an advertisement.
04.07 Develop and explain promotional mix.
04.08 Identify the most appropriate display for given types of merchandise.
04.09 Identify the patterns of arrangement in display.
04.10 Prepare an ad layout.
04.11 Evaluate the effectiveness of an ad.
04.12 Apply design principles when analyzing and/or creating a display.
04.13 Draw and label the color wheel.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing in merchandising.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO WHOLESALE MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.

06.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedure for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Demonstrate a knowledge of pricing policies.
06.08 Calculate markup as a percentage of cost.
06.09 Calculate markup as a percentage of retail.
06.10 Calculate markdowns on merchandise.
06.11 Calculate open-to-buy.
06.12 Complete and invoice, purchase order, and packing slip.
06.13 Calculate discount date, due date, and amount of payment on an invoice.
06.14 Select the most beneficial discount terms for an invoice.
06.15 Calculate the amount of merchandise to be recorded utilizing model stocks.
06.16 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Explain the role of marketing in the free enterprise system.
07.02 List and compare the three major types of economic systems.
07.03 Describe the channels of distribution.
07.04 Identify and discuss economic resources.
07.05 Discuss the role of the consumer in the free enterprise system.
07.06 Define the concept "supply and demand."
07.07 Identify and define the functions of marketing.
07.08 Identify and define the four types of product utility.
07.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
07.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.11 Name current trends that have developed in retailing.
07.12 List the major components of GNP.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Describe ways to protect the body from injury on a job.
08.02 Recognize basic safety hazards.
08.03 Practice accident prevention.
08.04 Explain the importance of receiving-checking-marking operations.
08.05 Describe the importance of security.
08.06 Demonstrate an understanding of credit policies and procedures.
08.07 Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.08 Demonstrate an understanding of receiving procedures and practices.
08.09 Demonstrate an understanding of the movement of goods to and from the store.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Understand the importance of product and service technology.
09.02 Utilize available sources to obtain product knowledge.
09.03 Demonstrate product and service technology knowledge and application received for entry into the area of marketing that has been identified as the career objective of the student.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manager your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEMONSTRATE APPROPRIATE SAFETY PRACTICES--The student will be able to:

12.01 Maintain safety equipment.
12.02 Implement emergency procedures.
12.03 Report faulty equipment.
12.04 Demonstrate safe work habits.

13.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

13.01 Define entrepreneurship.
13.02 Describe the importance of entrepreneurship to the American economy.
13.03 List the advantages and disadvantages of business ownership.
13.04 Identify the risks involved in ownership of a business.
13.05 Identify the necessary personal characteristics of a successful entrepreneur.
13.06 Identify the business skills needed to operate a small business efficiently and effectively.

State of Florida
Department of Education
Betty Castor, Commissioner of Education
Tallahassee, Florida
Affirmative action/equal opportunity em[illegible]yer

Division of Vocational, Adult, and Community Education